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a recording of the COOPERATIVE OBSERVANCE

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USDA

October 1964

AD-33 Bookplate
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Left to right, were Patrick Healy, Assistant Secretary, National Milk Producers Federation; Roy T. Hendrickson, Executive Secretary, National Federation of Grain Cooperatives; Jerry Voorhis, Executive Director, The Cooperative League of the U.S.A.; Secretary of Agriculture Orville L. Freeman; J. K. Stern, President, American Institute of Cooperation; Kenneth Naden, Secretary, National Council of Farmer Cooperatives; and Clyde Ellis, General Manager, National Rural Electric Cooperative Association.

THE GENESIS

THE GROUNDWORK HAD BEEN LAID WITH:

APPOINTMENT OF COOPERATIVE ADVISORY COMMITTEE

USDA POLICY STATEMENT ON COOPERATIVES

STUDY IN DEPTH BY USDA AND COMMITTEE

April 10, 1964.--

...Cooperative Advisory Committee to the USDA makes three basic statements of its position and point of departure for its work: First, the Committee expresses to the Secretary its vigorous support and unqualified approval of his Memorandum No. 1540, Policy Statement on Cooperatives, dated July 9, 1963 ... Second, the Committee sincerely... welcomes the opportunity ... provided for working intimately with the Department of Agriculture in all its branches and units for the common objective of strengthening and expanding the structure of cooperatives in the life of rural America ... Third, the Committee wishes to stress the basic importance of the work of its members and that of the USDA in the field of the Committee's primary interest -- the long-run future health of an American pattern of owner-operated agriculture and the long-run future economic and social health of rural America ...

USDA POLICY STATEMENT ON COOPERATIVES

THE Department of Agriculture, by the Act which created it in 1862, is directed to acquire and diffuse useful information on matters pertaining to agriculture, in the most general and comprehensive sense of that term.

By numerous subsequent acts, the

to encourage farmers to strengthen their position through cooperatives become more impelling and urgent as the concentration of non-farm economic power increases.

Cooperatives help farmers to improve their bargaining position. As farmers cooperate with each other

HIS HAND WAS ON THE KNOT

HE SPARKED THE IDEA OF THE

USDA COOPERATIVE MONTH OBSERVANCE TO DRAMATIZE:

1. WHAT RURAL AMERICA DOES THROUGH COOPERATIVES
2. HOW USDA HELPS RURAL PEOPLE IMPROVE THESE BUSINESSES
3. WHY THIS IS GOOD FOR AMERICA

85337

Milestones in Helping Farmers Build Cooperatives

1908 ***Report of the Country***
- Recognized the need for ru

1913 ***Report of the America tural Credit and Coope***
- Recommended governmenta tives.

1913 ***Establishment of Rura***
- Began research and educati ganize and operate cooperati

1914 ***Extension Servi***
- Provide

1916

192

1929

1933
- P

1935 ***Rur***
- Oper rural

1937 ***Agricul***
- Provided tion of ma

1946 ***Agricultur***
- Expanded m

1953 ***Establishmen***
- Recognized "the quality of researc tions as it does to

1961 ***Formation of the ment***
- Encouraged use of coop munities.

BEING from Minnesota, which leads the Nation both in number of cooperatives and cooperative memberships, I am well aware of the contribution of cooperative action to the economy of my State and the entire country. So I am glad to see the widespread recognition of October as Cooperative Month.

To me the workings of our farm cooperatives represent one of the fulfillments of our democratic free prise system. They recognize individual because individual men their vote direct cooperative a serve their special needs. C *speak* for the individual b bargain in the best interest owners. They *reward* initiat because the owners of a farm tive depend on the efficiency ties of their enterprise for a Cooperatives are still business." Twenty-five p do less than $200,000 52 percent, less than $1 percent, less than $ They are not able to and they do not seek Agricultural leade that cooperatives m local cooperatives tion improvements Farm population, of other busines making expansio This is part present USDA tive area.

The United long sanctioned and operation and development of cooperatives as a sound mechanism by which farmers can improve their economic position. Nearly 40 years ago the Congress, in enacting the Cooperative Marketing Act of 1926, directed the USDA "to promote the knowledge of cooperative principles and practices." This laid the groundwork for activities and programs which the Department has carried on to this day. The Department has a legislative mandate to carry on research, educational, and service work with agricultural cooperatives and to

COOPERATIVES in the United States have long helped build a better agriculture and a better America.

These business enterprises have led to increased incomes and a better way of life for many of the Nation's agricultural producers. By working together to obtain for themselves cooperatively what they could not obtain individually, these producers have reduced their need for Government assistance programs. Resourceful and efficient, these cooperatives have earned their place as a contributing segment in the Great Society.

I have seen first hand what power and light from rural cooperatives can do to enrich farm lives and bring greater efficiency to agricultural operations.

I know well how marketing and purchasing cooperatives and mutual organizations that provide services such as insurance and irrigation have strengthened the power of rural people to buy and sell more effectively.

I recognize that the cooperative Farm Credit System has brought investor capital to rural areas on a basis that has helped farmers adjust to the technological revolution in agriculture.

THE FOUNDATION

providing abroad with money and trained people is strengthening bonds of friendship and understanding for us throughout the world.

Thus, I am indeed glad to express my interest in the sound development of agricultural cooperatives, both at home and abroad, during October, the month which has been recognized by some dozen Governors as Cooperative Month in their several States.

by LYNDON B. JOHNSON
THE WHITE HOUSE

by ORVILLE L. FRE
Secretary of Agr

Background on "October Cooperative Month"

"October Cooperative Month" had its start in 1948 when the Minnesota Association of Cooperatives requested the Governor to proclaim it as such.

Highlights of Governors' Proclamations on October as Cooperative Month

Two Minnesotans met before the Governors' Proclamation exhibit. On left is Byron G. Allen, now in USDA as Assistant to the Secretary, and Charles Stickney, a member of both the National Agricultural Advisory Commission and the National Advisory Committee on Rural Areas Development.

PARTNERS IN PROGRESS

by JOSEPH G. KNAPP
Administrator
Farmer Cooperative Service

FARMER cooperatives have worked closely with the United States Department of Agriculture since the Department was established in 1862. The law which set up the USDA declared that "the general designs and duties" of the Department "shall be to acquire and to diffuse among the people of the United States useful information on subjects con-

keting of grain, cotton, dai livestock, fruit and other products. By 1900 some cooperatives had come int

The modern phase of th erative partnership in st the needs of agriculture 1908 when the Country was appointed by Pre Roosevelt. The report o maintained that: "It greatest consequence the open country sh together, not only for warding their econo

COOPERATIVES - USDA HELP BUILD A BETTER AMERICA

by JOHN A. BAKER
Assistant Secretary of Agriculture

SPECIAL months and weeks and days salute a large array of things in American life. Thus, when many parts of the Nation

vide to members and their cooperatives and how cooperatives are often, directly and indirectly, vehicles for carrying out vital USDA programs.

The sweep of their importance to American agriculture is far reaching. Cooperatives build this Nation's well-being in five ways. They—1. Improve farm income; 2. Build up the economy of rural areas; 3. Provide quality products; 4. Develop international understanding;

initiated under the new Economic Opportunity Act. This Act, for instance authorizes Farmers Home Administratio to make loans to both members and cooperatives in these areas.

2. Cooperatives Build Up the E omy of Rural Areas—likewise a goal of the Department. By adding to farm income and other economic activity, they set off a chain of healthy business activity

OFFICIAL PROCLAMATION
OCTOBER is CO-OP MONTH

Highlights of Governors' Proclamations on October as Cooperative Month

Minnesota — Karl F. Rolvaag, Governor

. . . cooperative organization by individuals to carry on business and other lawful activities is a deeply rooted part of the free enterprise system . . . urge an understanding of the achievements and services of cooperatives in Minnesota and of the constructive and responsible role they share in economic progress.

Colorado — John A. Love, Governor

. . . in Colorado we have a large number of cooperatives helping farmers maintain their independence and self-reliance to become better capitalists through their self-help non-government private enterprise cooperatives . . . call upon our citizens to recognize the economic and democratic value of cooperatives . . . their contribution to Colorado's economy.

Nebraska — Frank B. Morrison, Governor

. . . agriculture in Nebraska has been advanced through cooperative efforts . . . neighbors have joined together as partners in securing goods and services which have improved farm life in Nebraska . . . cooperatives have been of benefit, not only to their member partners but also to the general public . . .

South Dakota — Archie Gubbrud, Governor

. . . cooperatives have benefited the entire State by increased farm buying power, providing farmers with services not previously available to them, increasing employment and increasing the tax base in many communities . . . urge all South Dakotans to use this month to learn about agricultural cooperatives and the contribution they make to the welfare of all our citizens.

Michigan — George Romney, Governor

. . . commemorates the hundredth year of recognition for cooperative organizations in Michigan . . . on March 20, 1865, the Michigan legislature passed the Nation's first law giving status to these institutions as part of our State's business community.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of the Secretary
Washington

MEMORANDUM

To: Cooperative Observance Committees, Administrators, and Agency Information Heads

From: John A. Baker, Assistant Secretary

Subject: Progress Report I

First or your cooperation in planning and and its related activities. We ar thout this shakedown period.

up about like this.

e open from October 5 through 23.

The central structures are being n for the four 14 foot structures ar

In The Patio
EXHIBIT OF THE MONTH

"COOPERATIVES - USDA Help Build a Better America"

THE MOBILIZATION

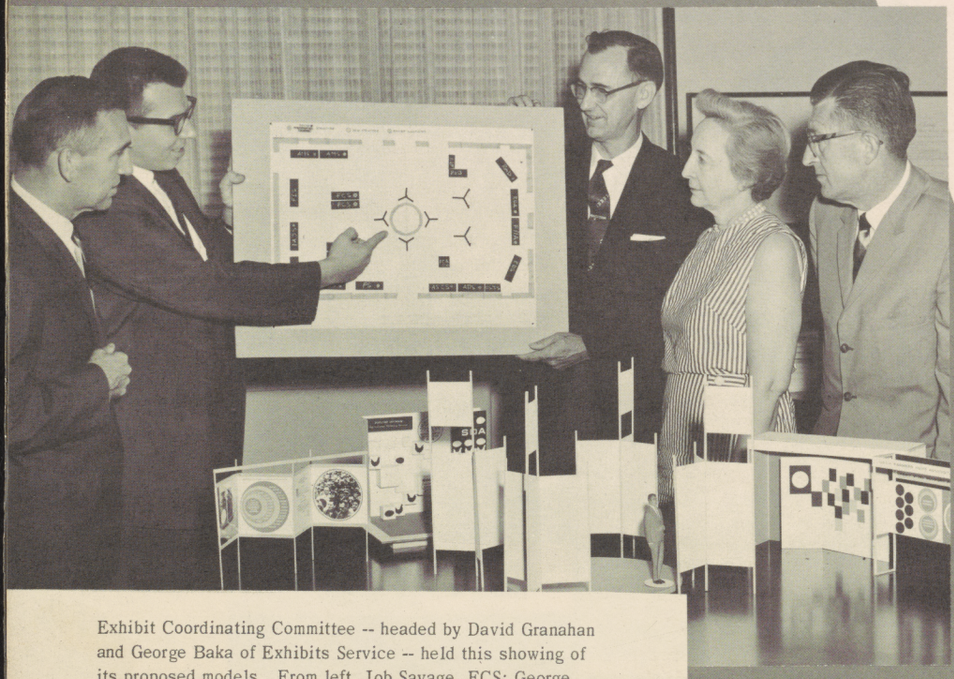


Exhibit Coordinating Committee -- headed by David Granahan and George Baka of Exhibits Service -- held this showing of its proposed models. From left, Job Savage, FCS; George Baka, ES; C. B. Gilliland, ORAD; Beryle Stanton, OMS; and Assistant Secretary Baker.

USDA EXHIBIT ON COOPERATIVES OCTOBER 6–23

Cooperative Month Events

October 6	Official opening at 10 a.m. in Patio of Administration Building by Secretary of Agriculture Orville L. Freeman
October 7	2:30 p.m. Jefferson Auditorium -- keynote address by Secretary Freeman on "How Cooperatives Help Build a Better America." John A. Baker, Assistant Secretary -- Chairman
October 19	10:00 a.m. Jefferson Auditorium -- address by David E. Bell, Administrator, Agency for International Development, on "How Cooperatives Develop International Understanding." Dorothy Jacobson, Assistant Secretary -- Chairman

A Series of Working Seminars

Program Committee (Chairman, C. B. Gilliland, ORAD,) made these plans--

- MARKETING
- PURCHASING
- SERVICE

Cooperatives help producers strengthen rural communities

October 13	The Business Side of Cooperatives Glenn Heitz, Deputy Governor, Farm Credit Administration -- Chairman Wilmer Smith, President, Plains Cooperative Oil Mill -- Principal Speaker
October 14	How Cooperatives Help Develop Stronger Rural Communities, Turley Mace, Director, Office of Rural Areas Development -- Chairman Panel of Discussants
October 16	What Cooperatives Contribute to the Consumer Irene Wolgamot, Assistant to Director, Consumer and Food, Economics Research Division, Agricultural Research Service -- Chairman George Mehren, Assistant Secretary of Agriculture -- Principal Speaker
October 20	The Role of Cooperatives in Promoting International Understanding and Improved Standards of Living, Matthew Drosdoff, Administrator, International Agricultural Development Service -- Chairman Panel of Discussants
October 22	The Role of Cooperatives in the New Economic Opportunity Program, James Sundquist, Deputy Undersecretary -- Chairman Panel of Discussants

Movie committee was headed by C. A. Carello and Sid Schwartz of Motion Picture Service.

Exhibits in the Pati

Agricultural Marketi
Agricultural Resea
Agricultural Stabi
Conservation
Cooperative Se

dealing with cooperatives and produced by or in cooperation with USDA will be shown in the Patio Theater all day long during the observance.

MOVIES

produced by cooperatives will be shown in room 1605, South Building, from 12:00 noon to 1:00 p.m.

DEPARTMENT OF AG
OFFICE OF THE SE
WASHINGT

Secretary Freeman sent this special letter of invitation to selected Government officials, congressional offices, cooperative leaders, college and extension representatives, embassies and legations, and others. He also sent a special memorandum to all USDA employees pointing to the importance of the Observance.

As you know, the Department has wor
actively for more than 40 years. To emphasize the importance which the Department attaches to this work and to tell the story of how the USDA helps farmers build a strong rural America through cooperatives, we are planning an exhibit to coincide with the Cooperative Month observances featured in many leading farm States.

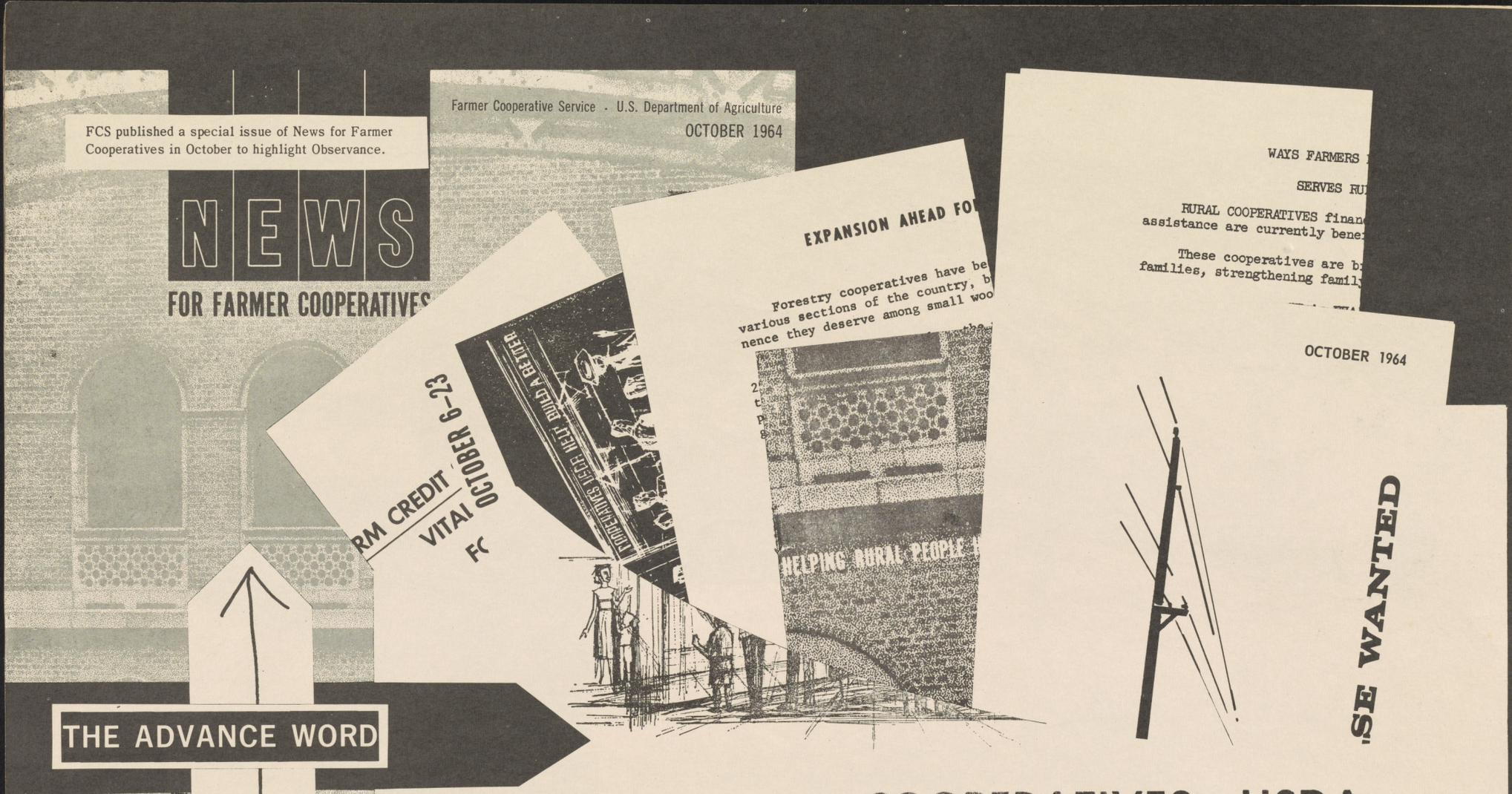
The purpose of this letter is to call your attention to the USDA's Cooperative Month exhibit, October 6 through 23. The exhibit will open officially at 10:00 A.M. Tuesday, October 6, in the Department of Agriculture Administration Building patio. There will be 21 separate displays from USDA agencies and the Farm Credit Administration.

In addition to the pat there will be a numb

FCS published a special issue of News for Farmer Cooperatives in October to highlight Observance.

Farmer Cooperative Service · U.S. Department of Agriculture
OCTOBER 1964

NEWS
FOR FARMER COOPERATIVES



THE ADVANCE WORD

Roy M. Kottman, Dean
Ohio State University
Columbus, Ohio

. . ."I should like to have 500 copies of the leaflet featuring Cooperative Month events for distribution to all of our entire staff in research, extension and resident instruction. Further, I should like to suggest that you send a copy of the leaflet to Reverend Clyde N. Rogers, Director, Town and Country Department, Ohio Council of Churches, 141 North Front Street, Columbus, Ohio.

. . ."I would, therefore, suggest that you contact Mr. Warren G. Weiler, State Supervisor, Vocational Agriculture, Department of Education, 220 South Parsons Avenue, Columbus, in soliciting his interest in receiving copies of the leaflet for distribution to all of the Vocational Agriculture Departments in Ohio. . ."

Publicity Committee Chairman was E. H. Koenig, INF. Among many other duties, he supervised getting out 3,500 of this press kit with background on agencies' programs and suggested materials for press use. R. A. Holley, FHA, handled most of the press releases. The first one issued is shown here.

izes Cooperatives in October:

e U. S. Department of Agriculture and cooperativ[illegible] farmers in rural areas build a better America is being highlighted by the during October -- proclaimed Cooperative Month by a number of or several years.

observance will be opened by Secretary of Agriculture Orville at 10 a.m. Oct. 6 in the Patio of the USDA Administration Washington. Leaders from rural cooperative organizations and

COOPERATIVES - USDA
Help Build a Better America

October is Cooperative Month. The U. S. Department of Agriculture is joining a number of states in a salute to farmer-owned and operated cooperatives. Twelve governors have issued proclamations citing the contributions of cooperatives and their role in the free enterprise system. Cooperatives ...

... raise farm income

... build the rural economy

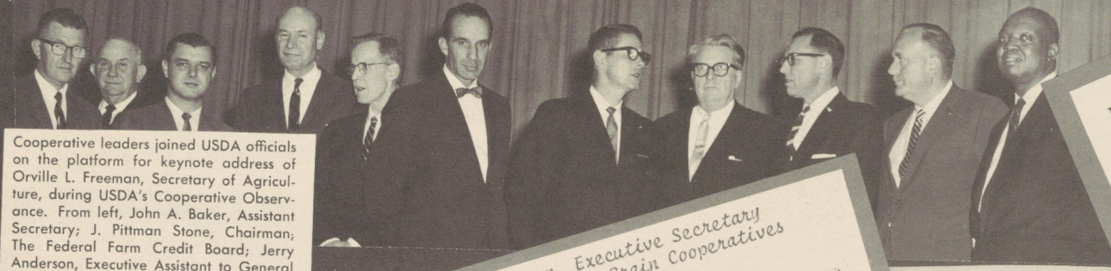
... provide quality products to consumers

... develop international understanding

... strengthen democracy

USDA Patio Exhibit **October 5-23, 1964**

COOPERATIVES & USDA

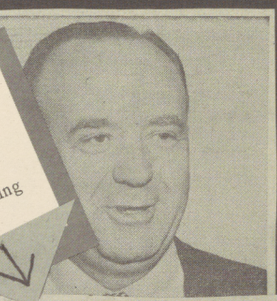


Cooperative leaders joined USDA officials on the platform for keynote address of Orville L. Freeman, Secretary of Agriculture, during USDA's Cooperative Observance. From left, John A. Baker, Assistant Secretary; J. Pittman Stone, Chairman; The Federal Farm Credit Board; Jerry Anderson, Executive Assistant to General Manager, National Rural Electric Cooperative Association; R. B. Tootell, Governor, Farm Credit Administration; Jerry Voorhis, Executive Director, The Cooperative League of the USA; Patrick Healy, Assistant Secretary, National Milk Producers Federation; Secretary Freeman; Roy F. Hendrickson, Executive Secretary, National Federation of Grain Cooperatives; Kenneth D. Naden, Executive Vice President, National Council of Farmer Cooperatives; J. K. Stern, President, American Institute of Cooperation; and A. L. Edwards, Deputy Assistant Secretary.

Roy F. Hendrickson, Executive Secretary
National Federation of Grain Cooperatives
Washington, D. C.

". . . The members of the Cooperative Advisory Committee and of their respective organizations do indeed appreciate this opportunity to bring the co-op story to the attention of the public in general. . . ."

J. K. Stern, President, American Institute of Cooperation, had this to say about the USDA Cooperative Observance before the nearly 8,000 attending the annual meeting of Consumers Cooperative Association, Kansas City, Mo. Then the nearly 400,000 members and the families getting this paper also read about it here.



He pointed to USDA's extensive promotion of "October is CO-OP Month," including its big display in the patio of the USDA building in Washington.

Stern commended USDA and Secretary of Agriculture Orville Freeman for "defending cooperatives, when many

gnificant Milestone of Cooperative Progress'

First Place Membership Newspaper, Cooperative Information Fair—1960-61-62-64

the COOPERATIVE CONSUMER

Circulation this issue 371,480

21

Published twice a month by Consumers Cooperative Association, 3315 North Oak Trafficway, Kansas City 16, Mo. Single subscriptions 50c a year in Arkansas, Colorado, Iowa, [illegible] North Dakota, Oklahoma, South [illegible]

Resolutions

a table, looked like this at the 1964 meeting. Registration was 7,739, an all-time record and some 1,400 more than last year.

HELPING RURAL PEOPLE HELP THEMSELVES—THROUGH COOPERATIVES

THE IMPACT

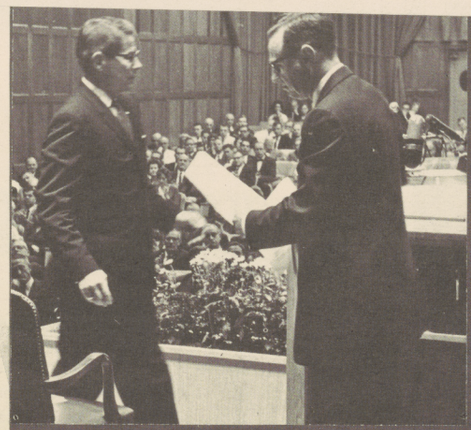
CO-OPS KNOW MORE ABOUT USDA

CONTENTS

Cooperatives--What? Why? How?	2
What--	2
Why--	3
How--	3
Rural Cooperative Facts in Figures	
Marketing, Farm Supply, and Related Service Cooperatives	
Credit Cooperatives	
Rural Electric and Telephone Cooperatives	
Other Service Cooperatives	
How Government Agencies Work With Rural Co-ops	
Agricultural Marketing Service	
Agricultural Research Service	
Agricultural Stabilization and Conservation Service	9
Cooperative State Research Service and State Agricultural Experiment Stations	10
Economic Research Service	11
Farm Credit Administration	12
Farmer Cooperative Service	13
Farmers Home Administration	14
Federal Extension Service	16
Foreign Agricultural Service	16
Forest Service	17
International Agricultural Development Service	18
National Agricultural Library	19
Office of Rural Areas Development	20
Rural Electrification Administration	20
Soil Conservation Service	21

Over 6,000 of these have been distributed in Press Kits, Fact Folders, and in response to requests.

At conclusion of Secretary Freeman's keynote talk, Kenneth Naden (r.), Secretary, National Council of Farmer Cooperatives, told the audience of the appreciation of the cooperatives for the USDA Cooperative Observance and of the urgent need to strengthen markets for agricultural products.



USDA Encouragement Of Cooperatives

A year ago the annual meeting of CCA adopted a statement commending Secretary of Agriculture Freeman for having expressed publicly his forthright interest in using the offices of the Department of Agriculture to encourage the growth and development of farmer cooperatives.

Within the past year, Secretary Freeman has reaffirmed his stand, and during October, 1964, the Department of Agriculture was an active participant in CO-OP Month.

The Secretary's statements have provoked critical comment during the past year, mainly from spokesmen of industries that look upon farmer cooperatives as competi

welfare of agricultural producers. We commend Secretary Freeman and his staff for their readiness to give cooperatives their fair and proper place in agricultural affairs.

Clyde T. Ellis, General Manager
National Rural Electric Cooperative Association
Washington, D. C.

". . . The USDA exhibit on cooperatives is very impressive and should help to promote a better understanding on the part of the people who will see it of the important contributions cooperatives are making to the social and economic well-being of the Nation. . . ."

Editor of the Carolina Cooperator came to Washington, took the pictures, and used the center spread, shown at top, and this editorial in the magazine.

This sign on the entrance to the administration building of the U. S. Department of Agriculture called attention to the co-op patio exhibit.

CO-OP MONTH AT USDA

THIS fall the U. S. Department of Agriculture paid tribute to the farmer-owned and farmer-controlled cooperatives throughout the nation by turning the spacious patio of its administration building into a complete array of fair-type exhibits demonstrating how the various agencies of the USDA work together with cooperatives in helping ...h's farmers.

...en agencies of the De... the Farm Credit ... ...ed cooperatives ... ...p Month h... ...ustrating their w... ...atives through ... ... to the exhibits various

ture's efforts to promote a greater use of farm cooperatives, both purchasing and marketing, on the part of the farmers of the nation.

It was also a follow-up to Secretary Freeman's policy statemen... ...era-tives in the summer of ... statement, the Secretar... contribution of farm coc... agricultural economy, ... all agencies of the D... courage the greater ...

John A. Baker, A... Agriculture, at ... ceremonies, set ... governors of twelve states and during the month the United States Department of Agriculture is conducting seminars and showing exhibits at the "Cooperatives ... ment of Agriculture on the many examples of the cooperative way of doing things. threshing rings ... Department on the exhibits and the services is the presentation of the stantial segme... A major function of the cooperative message and demonstrating the cooperative way in solving major ness econom... cooperative message and farm problems. nation's well ... farm problems.

– Impro... Over the years farmers have developed the ability to produce abundantly ...r through the organization of capital, skills, and newer knowledge of production ...thods. This abundance of production has made it necessary for farmers ...ative way of marketing these products. Today only about ...re sold through farm cooperatives.

...ives now amounts to over $5 ...marketing and

A SYMBOLIC knot of cooperation—expressing the strong ties that bind the U. S. Department of Agriculture and cooperatives in their mutual task of building a better rural America—was tightened by members of the Cooperative Advisory Committee and officials of USDA in early October.

Secretary of Agriculture Orville L. Freeman headed the Agriculture Department's team of knot-tighteners while NRECA General Manager Clyde T. Ellis, a member of the advisory committee, was among those who firmed up the knot from the other side.

When the knot was secured—and hence USDA's observance of October as "Co-op Month" officially underway—Secretary Freeman declared:

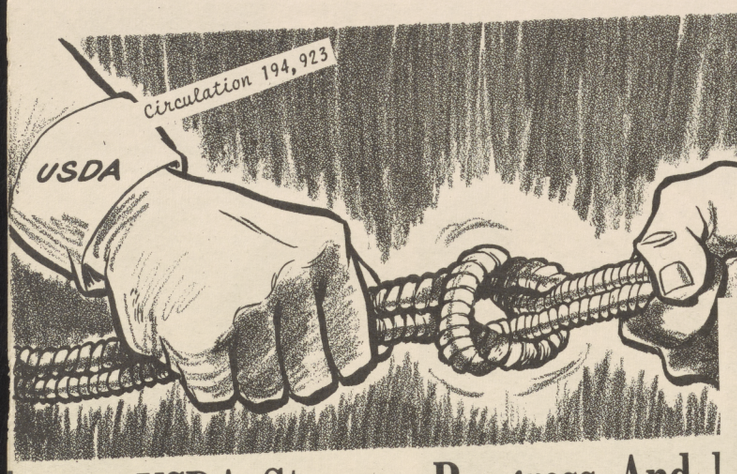
"May the knot of cooperation never be loosed. May it bind together ever more closely in ... to America.

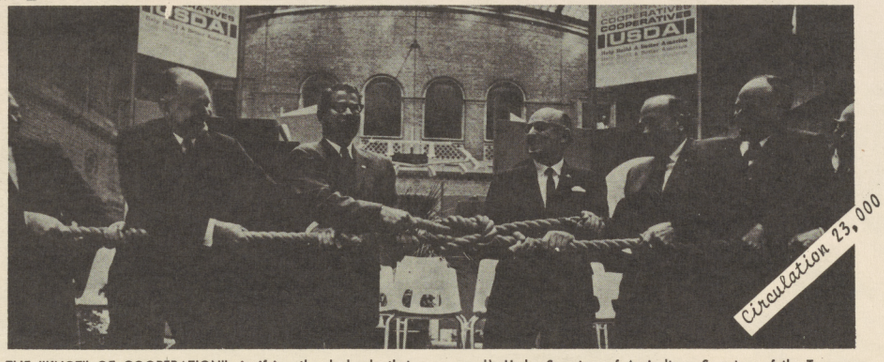
"And may it play ... effective role in ... proved incor... ...ier. Wor... ...pro...

Freeman, in an addr... ceremony, cited five ... butions which co... working toget... a better ...

...ngly urban people.

Freeman praised the contributions cooperatives have made toward the betterment of our society. "Coop-eratives," the Secretary said, "are composed of people who work together—who share labor and resources—who are not predominantly self-seeking—who are primarily interested in the gene... have a commu...





THE "KNOT" OF COOPERATION" signifying the dual role that the U. S. Department of Agriculture and cooperatives play in helping build a stronger rural America, is tightened by Federal official (left) and members of the Department's Cooperative Advisory Committee on the right. Pictured taking part in the ceremony which officially kicked off USDA's observance of October as "Co-op Month," are from the left: Charles S. Murphy (partially obscured), Under Secretary of Agriculture; Secretary of the Treasury Douglas Dillon; Secretary of Agriculture Orville L. Freeman; Clyde T. Ellis, general manager of NRECA; J. K. Stern, president of the American Institute of Cooperation; Rep. Graham Purcell, Jr. (Tex); and Kenneth D. Naden, executive vice president of the National Council of Farmer Cooperatives.

USDA Stresses Progress And ...

One might ask, "Why all of the emphasis on the part of the USDA all of a sudden?"

The answer, in the first place, would be that there is nothing sudden about it. The USDA has been working side by side with farm cooperatives ever since they first started in the early part of this century.

There can be no doubt, however, that there has been more emphasis lately on farm cooperatives by USDA.

The reason for such action is that Secretary Freeman and other leaders in the USDA, as well as cooperative leaders throughout the nation, are finding that a strong tie-in between the Department and cooperatives offers a natural means of helping farmers face the many and difficult problems of present day agriculture.

The U. S. Department of ... of cooperative progress to ... organizations, and its present ... by working together, the tw... cooperatives—can help plac... place among other segments ... when farmers will be assured ... of the national income.

THE "KNOT" OF COOPERATION" signifying the dual role that the U. S. Department of Agriculture and cooperatives play in helping build a stronger rural America, is tightened by Federal official (left) and members of the Department's Cooperative Advisory Committee on the right. Pictured taking part in the ceremony which officially kicked off USDA's observance of October as "Co-op Month," are from the left: Charles S. Murphy (partially obscured), Under Secretary of Agriculture; Secretary of the Treasury Douglas Dillon; Secretary of Agriculture Orville L. Freeman; Clyde T. Ellis, general manager of NRECA; J. K. Stern, president of the American Institute of Cooperation; Rep. Graham Purcell, Jr. (Tex); and Kenneth D. Naden, executive vice president of the National Council of Farmer Cooperatives.

Rural electrification was truly the job that no one wanted until the REA and membership co-ops took on the job and made it a success.

THE IMPACT
CO-OPS KNOW MORE ABOUT USDA

CAROLINA
Cooperator
Covers the Rural Carolinas

...d. Mann Jr.
Editor

OUR OBJECTIVE:
Economic Justice For All
Farm People in the Carolinas

Editorial

MARYLAND & VIRGINIA MILK PRODUCERS NEWS

Cooperation Symbolized in Knot-Tying Ceremony

SUNSWEET STANDARD

Circulation 12,287

... 6 November 1964

...ORIAL

...nt history have farmer co- ...eived more favorably publi- ...ring the USDA Cooperative held October 5-23 in Washing- ...now did much to promote better of cooperatives and their contri- ...e United States economy.

...exhibits and films, consumers learned ...ny ways in which cooperatives have ...ds ...ed to their well-being. But the lessons ...e ...arned at this month-long show were not ...sumers alone. Seminars attended by co- ...ive leaders offered numerous examples of ...armers have used their marketing coopera- ...o improve their economic position.

...was dramatically illustrated in the remarks ...neth D. Naden, executive vice president ... National Council of Farmer Cooperatives. ...ote Naden: "Without cooperatives, farm- ...ould have virtually no bargaining power ...ould be completely anonymous suppliers of ...rentiated products. Without cooperatives, ...s would have none of the elements of de- ...creation, merchandising, or quality control ...g for them."

Rural Electrification

THE IMPACT
INTERNATIONAL CO-OP HORIZONS WIDENED

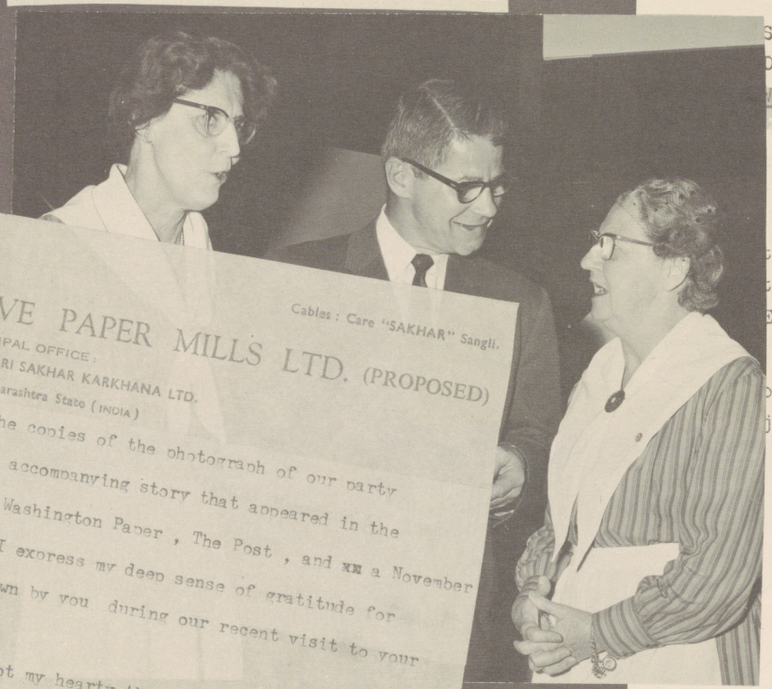
After the Bavarians went home, FCS received a request from them for material on U.S. cooperatives for a feature article in a German newspaper.

Several hundred visitors from abroad were among the 7,000 viewing the exhibits. Here one of a group of 75 from Bavaria listens to a recording about Extension's work with cooperatives. A mem-

Dr. Ahmad Minai, Counselor
Iranian Embassy

. . ."As you may be aware, the role of cooperatives in our land reform program, which is now under full sway, is of utmost importance. Accordingly, we take great interest in the proceedings of the seminars and in all literature available on this important topic.

. . .While I shall be looking forward to the privilege of attending the lectures during the Cooperative Month, we shall be grateful if it can be arranged by your office that all of the related publications be forwarded to the Embassy for perusal by the authorities concerned in Teheran. . ."



KOOPERATIVA KVINNOGILLES FÖRBUNDET

Postadress KF, Stockholm 15 · Tel. 24 30 00 · Postgiro 11 46

Stockholm, November 9th, 1964.

Secretary Orville L. Freeman
Departement of Agriculture
Washington D.C.

Many thanks for your friendliness to invite the Swedish group of Co-operative Women's Guild to attend the opening of The Co-operative Agriculture Exhibition.

The studytrip was very successful and the Co-operative Day in Washington was the climax of our journey.

Sincerely yours,
KOOPERATIVA KVINNOGILLESFÖRBUNDET

Etti Widhe

Etti Widhe Signe Åhlberg

Visitors came from a score or more foreign countries -- and many embassies in Washington.

AT CO-OPERATIVE PAPER MILLS LTD. (PROPOSED)

Cables: Care "SAKHAR" Sangli.

PRINCIPAL OFFICE:
c/o SHETKARI SAHAKARI SAKHAR KARKHANA LTD.
SANGLI, Maharashtra State (INDIA)

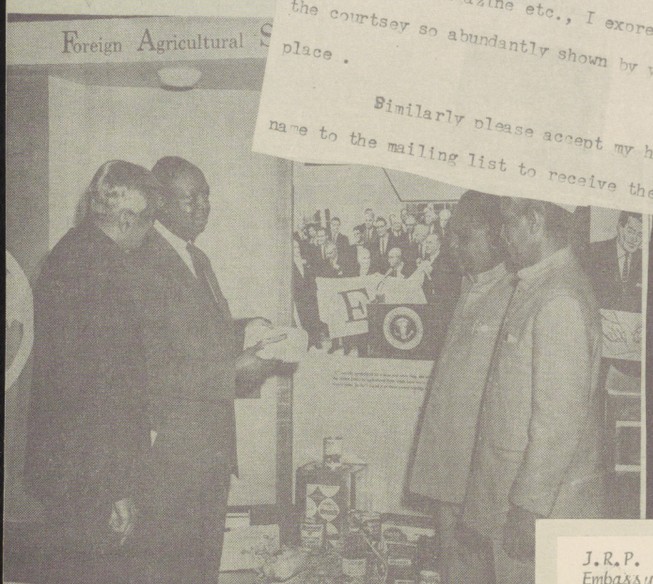
While receiving the copies of the photograph of our party at the USDA Exhibits and the accompanying story that appeared in the business section of the main Washington Paper, The Post, and a November Issue of your Magazine etc., I express my deep sense of gratitude for the courtsey so abundantly shown by you during our recent visit to your place.

Similarly please accept my hearty thanks for adding my name to the mailing list to receive the magazine regularly.

The Washington Post

WEDNESDAY

Foreign Agricultural



Indian Visit During Cooperative Mon

Alfred L. Edwards (second from left), Deputy Assistant Secretary of Agriculture, shows part of an Indian delegation representing cooperative sugar processing plants the Department of Agriculture's exhibit observing Cooperative Month. The Indians, hopeful of beginning a co-operative paper plant, have ing through the United S bagasse-based mills to get vice on the processes used to convert bagasse (sugar cane pulp) into paper. From left, are V. A. Kore, Edwards, Vasantrao Patil and Ranappa Kumbhar.

Dia A. Fattal, Second Secretary
Embassy of the Syrian Arab Republic

. . ."However, it would be very much appreciated if our Embassy could be provided with all of the publications, texts of addresses, etc. regarding this program, especially those dealing with farmers cooperatives. . ."

Antonio Bermejo, Agricultural Attache
Embassy of Spain

. . ."I thank you for the invitation to the USDA's Cooperative Month exhibit and the various activities held in this connection from October 6 through 23, which I attended collecting a large quantity of informative material that I am sending to the interested official Agencies in Spain.

. . ."Allow me to take this opportunity to express also my sincere gratitude for the generous and valuable help the U. S. Department of Agriculture extends on all matters and every occasion to those who, like me, have to approach its officials and employees with the most various requests. . ."

J.R.P. Dumas, Second Secretary
Embassy of Trinidad and Tobago

. . ."we should very much like to receive any documents that may become available from the seminars. . ."

Luis Fernando Echavarría, Minister
Embassy of Colombia

. . ."I would appreciate very much your sending to me copies of all speeches and other materials that you plan to distribute, so that I can forward these to my Government. . ."

The attached feature, "Cooperatives Further Progress of American Farmers," was sent to 47 USIS posts in 33 African countries in December, 1964.

AFRICA FEATURE

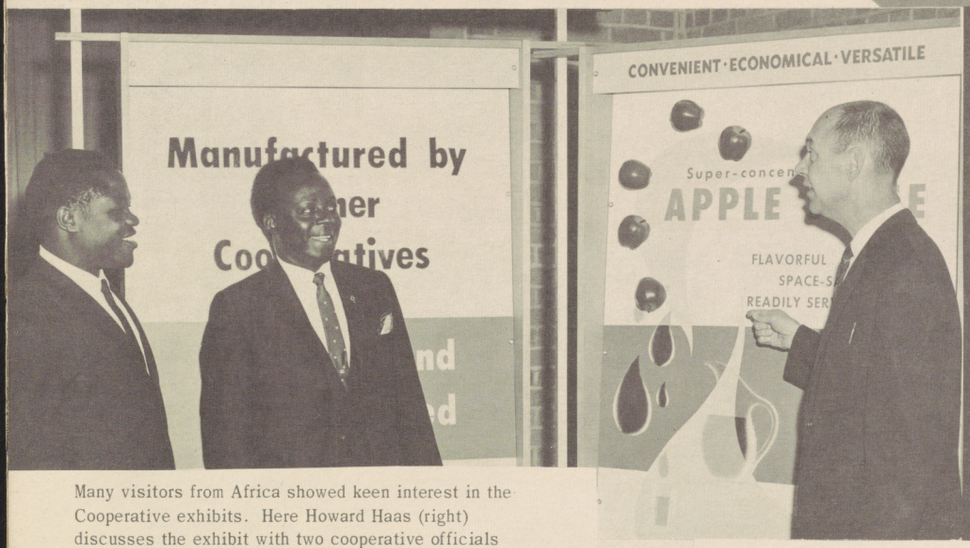
COOPERATIVES FURTHER PROGRESS OF AMERICAN FARME

SUMMARY: This feature describes the progress of farm cooperati United States from modest, informal groups to the lar of today. It also deals with problems faced by Ameri in the early years of cooperatives. Many African vis particularly interested in the operation of cooperati visit these organizations in various parts of the Unite They also study many subjects related to farm cooperatives with the view of returning to their homelands with information that might aid in establishment and improvement of cooperatives in Africa.

USIA sent news and feature stories overseas on the Observance.

PHOTOS: Three

THE IMPACT



Many visitors from Africa showed keen interest in the Cooperative exhibits. Here Howard Haas (right) discusses the exhibit with two cooperative officials from Uganda.

Voice of America sent tapes abroad of the talks by Secretary Freeman and David Bell, Administrator, AID.

L.C. Halvorson, Cooperative State Research Service, USDA

. . ."A number of people from foreign embassies and visitors from abroad viewed the exhibits on our agency's day. The exhibits made them realize that cooperatives are an important instrument in our economic progress and provide a democratic basis for achieving desired national objectives. . ."

Henry Loomis, Director
Voice of America, U.S.I.A.

. . ."we are definitely interested in covering a number of the seminars for our centrally-prepared economics program, "Currents," which is made available to all our language services. To that end, our Special Events people will be in touch with your Public Information staff to make more detailed arrangements on behalf of our Economics Editor. . .

Anthony Guarco, Acting Director
Motion Picture Service, U.S.I.A.

. . . "I have alerted our newsreel services to the program of events for their consideration as material for our overseas newsreels.

. . . I look forward to visiting the exhibits, together with my staff members in the Motion Picture Service, and am grateful to you for your thoughtfulness in writing me about this USDA program."

Reed Harris, Director
Information Center Service, U.S.I.A.

. . . "The subject of cooperatives has been a useful one in our exhibits program, especially in Latin America and the Near East.

. . . Members of the Agency's exhibit staff will attend the events with the view that some of the displays might be appropriate for overseas circulation by USIA should they be available after the close of USDA's October cooperative conference. . ."

INTERNATIONAL CO-OP HORIZONS WIDENED

H. G. Hass, Chief, Audio-Visual Branch
Agricultural Research Service, USDA

. . ."Many employees from other Federal agencies and other individuals interested in cooperatives were also exposed to the thoughts behind the exhibits and the speaking programs.

. . ."The attendance at the opening ceremony of many national leaders of cooperatives indicated their interests in USDA programs dealing with cooperatives. . ."

These AID trainees came to the Keynote address by Secretary Freeman and were recognized during the program. This group was here to study United States cooperatives.

IMPACT

- Agricultural Marketing Service
- Agricultural Research Service
- Agricultural Stabilization and Conservation Service
- Cooperative State Research Service and State Agricultural Experiment Stations
- Economic Research Serv
- Farmer Cooperative Se
- Farm Credit Administrati
- Farmers Home Administrati
- Federal Extension Servic
- Foreign Agricultural Ser
- Forest Service
- International Agricultural Development Service
- National Agricultural Library
- Office of Rural Areas Development
- Rural Electrification Administration
- Soil Conservation Service
- Federal Crop Insurance Corporation

COOPERATIVES, USDA, AND FARM CREDIT PROGRAMS HELP BUILD A BETTER AMERICA BY

- raising farm income
- building the economy of rural areas
- providing quality products to consumers
- developing international understanding
- strengthening democracy

USDA KNOWS MORE ABOUT CO-OPS

H. D. Godfrey, Administrator,
Agricultural Stabilization and Conservation Service, USDA

. . ."Each of our ASCS employees in the Washington area were urged to visit the exhibit, publicity was well organized. . .and employees of units concerned with cooperatives attended the seminars. Several of the ASCS cooperatives were made aware of USDA observance of Cooperative Month by the use we made of films, photographs, leaflets, and material contributed by them. The whole observance clearly was a worthwhile undertaking and quite successfully carried out. . ."

R. B. Tootell, Governor
Farm Credit Administration

. . ."I feel the events commemorating the observance of Cooperative Month have made a significant educational contribution. They have even helped the participants to resell themselves on the cooperative idea.

. . "The Observance most certainly went a long way toward informing employees of the Department of the many efforts to help farmers and other rural residents to help themselves through cooperatives. I believe these efforts also did a great deal to acquaint some employees of other Federal Agencies and many interested individuals of the work of the Department in and through cooperatives.

. . ."Likewise, these programs in our opinion further demonstrated to cooperative leaders and members the opportunities and responsibilities that cooperatives have in helping build a better America. . ."

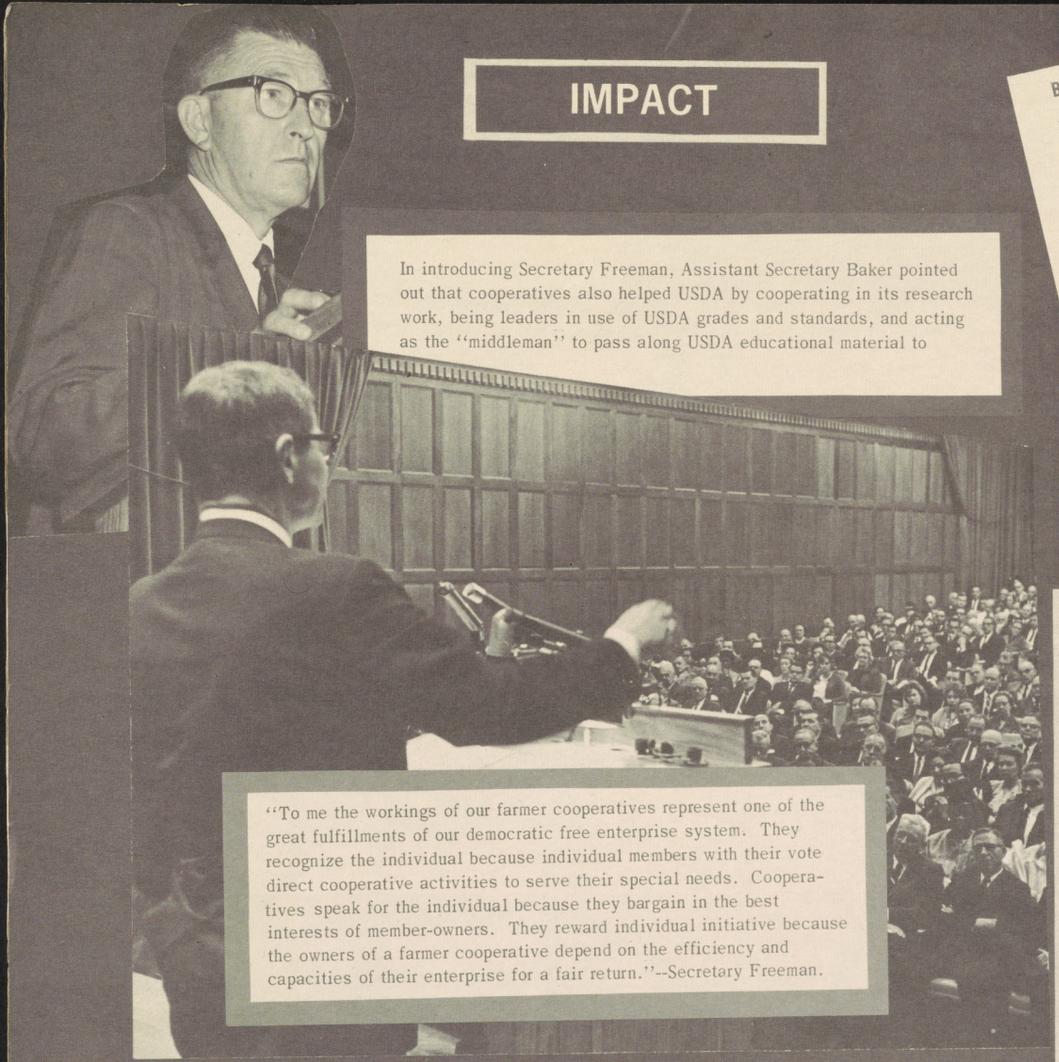
Glenn E. Heitz, Director,
Cooperative Bank Service
Farm Credit Administration, USDA

. . ."We feel that overall the entire program was especially well planned and executed and that it unquestionably indicated to all USDA people and others here in Washington, D. C., as well as to cooperatives and other interested parties around the country that the USDA recognizes the value of cooperatives to farm people and to the economy generally as well as a source of help to people around the world. "

A. T. Mace, Director
Office of Rural Areas Development, USDA

. . . "Reports from our personnel attending Observance indicate that the activities were especially successful. The interest in and appreciation of the value of cooperatives, especially as an effective tool to promote rural areas development was, in our opinion, one of the outstanding accomplishments of the events. Effects from both within and without Government circles were very far reaching and should be felt for a long time. . ."

IMPACT



In introducing Secretary Freeman, Assistant Secretary Baker pointed out that cooperatives also helped USDA by cooperating in its research work, being leaders in use of USDA grades and standards, and acting as the "middleman" to pass along USDA educational material to

"To me the workings of our farmer cooperatives represent one of the great fulfillments of our democratic free enterprise system. They recognize the individual because individual members with their vote direct cooperative activities to serve their special needs. Cooperatives speak for the individual because they bargain in the best interests of member-owners. They reward individual initiative because the owners of a farmer cooperative depend on the efficiency and capacities of their enterprise for a fair return."--Secretary Freeman.

Baker calls Co-op Month a success

ASSISTANT SECRETARY John A. Baker, reporting on USDA's Cooperative Month observance, said that the recent meetings, exhibits, and films were clear and positive proof that cooperatives are a living, vibrant part of modern American agriculture.

"Fifty years ago," he said, "the farmer grew his own fuel in the form of oats and hay, and produced his own power in the form of horses and mules. He often sold his milk and other products directly

U S D A
Employee News Bulletin
For December 2, 1964

Circulation 19,000

freedom to conduc... business is free enterprise in its pu... orm."

Mr. Baker went on to detail highlights of the USDA cooperatives celebration:

... 7,000 cooperative and public leaders, and Government officials and employees visited the 24 exhibits in USDA's Administration Building in Washington, D.C. ...,000 key people attended the ...ther meetings. In 1 ...esentatives of

Preparing For Co-op Month

Ag Reporter
September 1964

PLANNING CO-OP EXHIBIT. George Baka (Office of Information) shows (l. to r.) C. B. Gilliland (Office of Rural Areas Development), Beryle Stanton (Office of Management Services) and Assistant Secretary John Baker a n... ...exhibits to be in the Patio October 5-23, as part of t... tive Month.

Cooperatives - USDA Help Build a Better America. This is the... tral theme of ...

If Blades of Grass, Why Not Dollars?

Circulation 347,207

ON OCT. 6, the U. S. Department of Agriculture opened in its Washington administration building a comprehensive exhibit that centers attention on the place of cooperatives in American agriculture.

Sixteen USDA agencies and the Farm Credit Administration contributed special displays in what is probably the most extensive effort the department has ever made to participate in the annual observance of October as Cooperative Month.

the COOPERATIVE CONSUMER

Circulation this issue 374,202

... dollar and fifteen cents, or ... to helping them ... maybe a dollar and a quarter, in a ... marketplace where only a dollar ... has been growing these last few ... years.

It is neither unreasonable nor illogical that an agency that has helped build American agriculture into the most efficient this country has ever known should turn more attention now to helping agricultural producers find their just reward from a dynamic economy that they have helped build.

—HAROLD HAMI...

Nathan M. Koffsky, Administrator
Economic Research Service, USDA

. . ."Observance of Cooperative Month was a most satisfying and worthwhile experience in acquainting individuals, particularly employees of the Department, in the far-ranging self-help activities carried on by cooperative groups. Of special significance to employees of the Service was the highlighting that cooperatives generate a strong economic bargaining force for farmers in both the purchase of supplies and sale of products.

. . ."The agency exhibits in the Patio told a clear, concise story about the work of the Department as it relates to helping cooperatives fulfill their goals. Persons having the opportunity to view the exhibits went away much better informed of the Department's role in the cooperative effort and undoubtedly greater supporters of the cooperative concept. . ."

. . ."Reports from ERS staff personnel attending the different seminars were gratifying. The seminars provided a professional approach in disseminating a vast amount of knowledge concerning the role of cooperatives. . ."

D. A. Williams, Administrator,
Soil Conservation Service, USDA

. . ."Cooperative Month Observance in the Patio was successful in many ways, we think. The affair was extremely well planned and executed. Much credit is due to those who took the leadership.

. . ."A very effective educational job on the place of cooperatives in American life was done for Department employees. . ."

USDA KNOWS MORE ABOUT CO-OPS

John W. Scott, Assistant Administrator,
Rural Electrification Administration, USDA

. . ."We are especially pleased that about 500 members of our staff visited the Patio exhibit, heard speeches in the Jefferson Auditorium, saw movies, participated in seminars, and otherwise took part in the observance. It offered our employees a more comprehensive picture of the extent of cooperative activities of the Department. It also provided them a better understanding of the importance of the cooperative sector of our rural economy and of how co-ops work. . ."

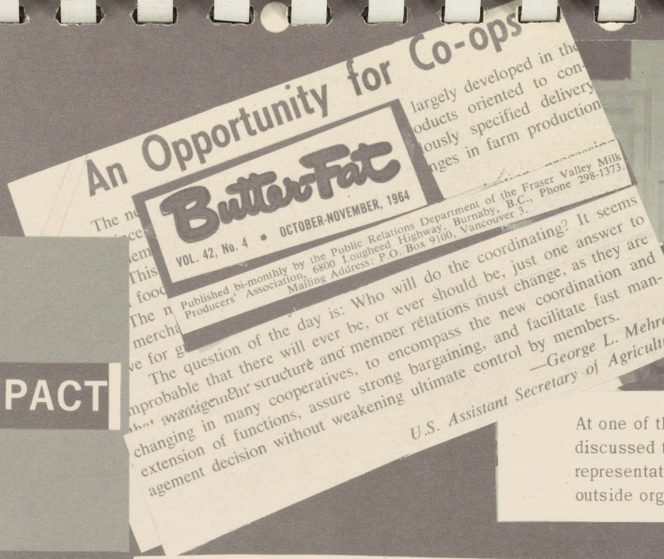
Lloyd H. Davis, Administrator,
Federal Extension Service, USDA

. . ."In total, we believe the observance was a notably successful event. Employees of USDA had ample opportunity to become acquainted with the Department's work with cooperatives. Within FES a high percentage of the staff participated in the various events.

. . ."The observance very well demonstrated to cooperative leaders the opportunities and responsibilities in cooperation and the concern of USDA in this area. . ."

Looking over a publication on how US/AID and cooperatives help countries abroad with their cooperative development are C. B. Gilliland, ORAD; George Jacobson, AID; and a representative of a group cooperative sugar mills in India.

THE IMPACT



At one of the seminars Assistant Secretary George Mehren discussed the benefits cooperatives bring consumers before representatives of 38 government agencies and 20 other outside organizations.

AID REPORTS STRIKING ADVANCES
IN DEVELOPMENT OF CO[OPERA]TIVES

The Agency for Int[ernational Development] ... to increase its assistance to ... [fiscal year] 1964.

... AID pointed out ... technical assistance for ... fiscal year. This compares with $8.8 ... in 1962.

For the **PRESS**

AGENCY FOR INTERNATIONAL DEVELOPMENT
INFORMATION STAFF

OTHER GOVERNMENT PEOPLE SEE CO-OP VALUES

Eugene P. Foley, Administrator
Small Business Administration
Washington, D. C.

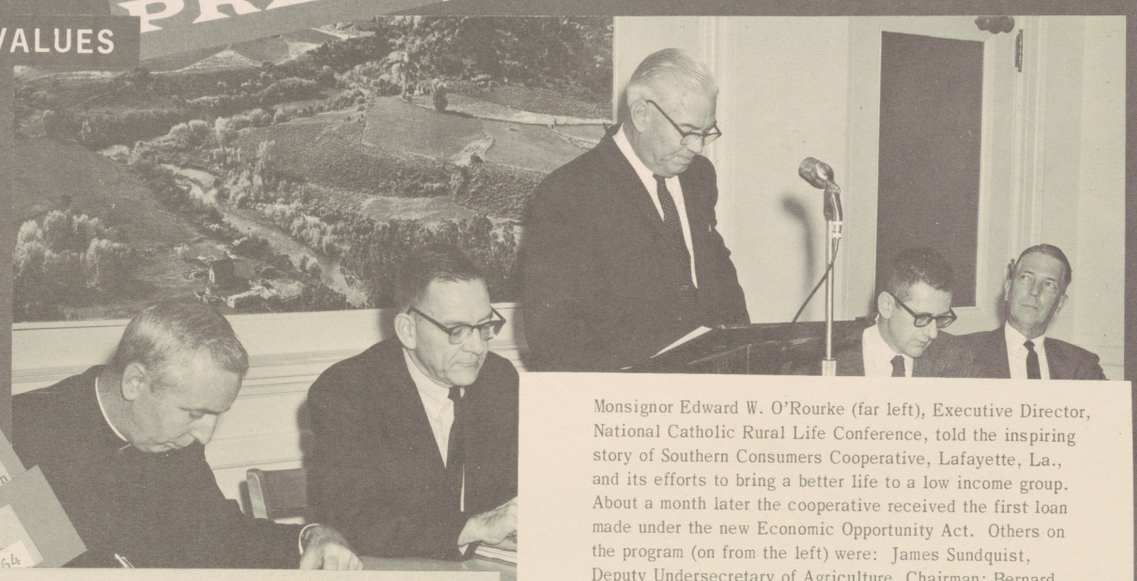
. . ."This program will have far-reaching effect and the Small Business Administration will join with you to make the program a success. . ."

Also announced yesterday was the first anti-poverty loan made by the Small Business Administration under authorization contained in the anti-poverty legislation. The loan, $25,000 for 15 years at 4 per cent interest, went to a cooperative in Lafayette, La., which was formed several years ago by 800 Negro families who pooled their savings to improve their economic lot.

The loan will be used to expand their baking operations, which are now centered on the marketing of fruit cakes.

Of the $35 million allocated to the anti-poverty effort yesterday, more than $32 million

WASHINGTON POST
November 1964



Monsignor Edward W. O'Rourke (far left), Executive Director, National Catholic Rural Life Conference, told the inspiring story of Southern Consumers Cooperative, Lafayette, La., and its efforts to bring a better life to a low income group. About a month later the cooperative received the first loan made under the new Economic Opportunity Act. Others on the program (on from the left) were: James Sundquist, Deputy Undersecretary of Agriculture, Chairman; Bernard H. Polk, Assistant Administrator, FHA; Fred Hayes, Assistant Director, Community Action, Office of Economic Opportunity; and Irwin Rust, Chief, Member Relations Branch, FCS.

H. G. Hass, Chief, Audio-Visual Branch,
Agricultural Research Service, USDA

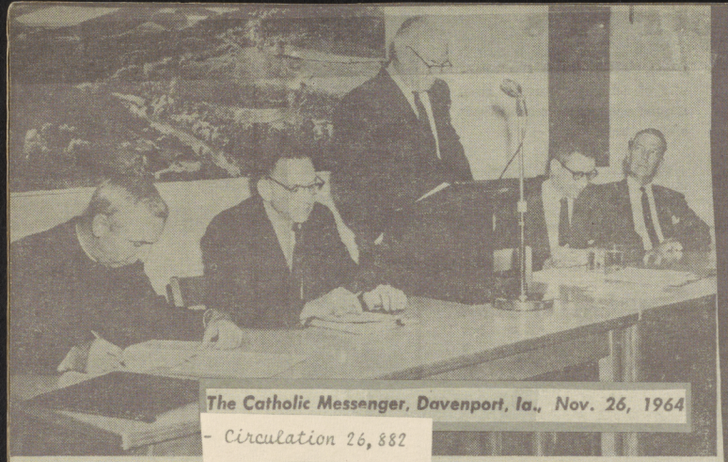
. . ."Many employees from other Federal agencies and other individuals interested in cooperatives were also exposed to the thoughts behind the exhibits and the speaking program.

. . ."The attendance at the opening ceremony of many national leaders of cooperatives indicated their interest in USDA programs dealing with cooperatives. . ."

Edmond C. Hutchinson,
Assistant Administrator for Africa,
Agency for International Development

. . ."Several of the programs and seminars are of special interest and I shall try to attend them. Members of my staff have also expressed an interest in attending.

. . . The program should be particularly useful in developing a better understanding of the potential use of cooperatives in our program overseas. . ."



The Catholic Messenger, Davenport, Ia., Nov. 26, 1964

- Circulation 26,882

Panelists discussing the role of cooperatives in the war on poverty are (from the left) Msgr. Edward W. O'Rourke, NCRLC; James L. Sundquist, Deputy Under Secretary of Agriculture; Bernard Polk, Farmers Home Administration, USDA; Fred Hayes, Office of Economic Opportunity; and Irwin Rust, Farmer Cooperative Service, USDA.

Co-ops and the Poverty War

Cooperatives can play a major role in America's war on poverty, said panelists at a seminar on "Cooperatives in the New Economic Opportunity Program," sponsored by the U. S. Department of Agriculture in W... ington, D. C. ... operative M...

The panel ... Office of Ec... Bernard Po... Administratio... Rust, Farmer ... vice, USDA; ... W. O'Rourke, ... Rural Life Con...

Panelists cor... ops can particip...

1. Take the lea... Community A... tions, which, u... nomic Opportu... pare plans for c... erty in each com...
2. Undertake speci... among low-incor...

under the auspices of the Community Action Organizations.

3. Obtain Federal loans, for the first time, under new ... ity granted ...

cate its members in the principles of co-operatio... and in economic ... opened a small ... turing an... and ... oans ...

... meetings and ... are is begin... ...mbers have ... — mostly ...ollections— ...ss, which ... and nut ...e. Under ... universi... groups, ...ave be... ...usiness ...sponsi... ...opera... ...pov... ...ifac... ...om... ...eir ...

THE EVENING STAR
Washington, D. C., Wednesday, October 7, 1964

- Circulation 283,075

Freeman Opens 17-Day Display At Agriculture

Secretary of Agriculture Orville L. Freeman yesterday opened a 17-day exhibition at the Department of Agriculture in observance of Cooperative Month.

The displays in the patio of the department's administration building depict various aspects ... the "knot of cooperation" between private organizations and the government would ... increasingly effec... bringing about in... come for farmers, ... world economy ... strengthening of democ...

"May it help us to do ... full part in building a grea... society," he said.

More than 100 persons, includ... Secretary of the Treasury ...glas Dillon and many of... of cooperatives through... out the country, attended the ceremony.

THE GRANGE NEWS
Sat., Sept. 26, 1964

USDA-co-op displa... to be shown in D.C.

Cooperatives will get special recognition from the U.S. Department of Agriculture in October in an exhibit and other activities built around the theme of "Cooperatives–USDA help build a better America. "Fifteen USDA agencies and the Farm Credit Administration will display exhibits, movies and publications in ... show, open to the publi... patio of USDA's ... Building in ... Oct. 5-2...

General and farm press reached many, many millions.

USDA Recognizes Coopera...

THE WYOMING STOCKMAN-FARMER
OCTOBER, 1964

...r -- 'Cooperative Month'

- Circulation 14,776

...U. S. Department of Agri... ...nd others in rural areas build a better America is ...ighlighted by the Department during October — proclaimed ...operative Month by a number of Governors for several years.

...aid the ground... ...d programs the ...n to this day". ...n B. Johnson ...operatives have ...d a better agri... ... America in a ...in a special Co... ...tion of USDA's Farmer Coopera...

GENERAL PUBLIC BROADENS ITS CO-OP KNOWLEDGE

...Smith, Administrator,
Agricultural Marketing Service, USDA

. . . "The various scheduled activities also received considerable coverage in trade publications which are read by cooperative and proprietary leaders in the food industry. . ."

Charles B. Shuman, President
American Farm Bureau Federation
Chicago, Illinois

. . . "I want to express our appreciation to you for this worthwhile project. I am hopeful that members of our staff will be able to attend several of the events during the observance of Cooperative Month. . ."

knowledge of cooperative principles

He said, "These business enterprises have led to increased incomes and a better way of life for many of the Nation's agricultural producers. By working together to obtain for themselves cooperatively what they could not obtain individually, these producers have reduced their need for Government assistance programs . . ."

Secretary Freeman will give a keynote address for the October observance on "How Cooperatives Help Build a Better America," on Oct. 7 at 2:30 p.m. in UDA's Jefferso Auditorium.

On Oct. 19, International Day, David Bell, Administrator for the Agency for ...eak ...lop ...10 ...ary ...ent ...the ...nce ...of ...our ...la... ...ra... ...ne, ...ro...

WALLACES FARMER
November 1964

Cooperatives—their role in ...odern agriculture

Circulation 238,603

OCTOBER has been set aside in Iowa and other states as "Cooperative Month." Cooperatives have played key roles in the development of U. S. agriculture.

There are many different kinds of coo... story in it... tives are ... They are ... and opera... use the s... tives.

What ...

phone cooperatives serve approximately 500,000 members.

A big area of cooperative growth in recent years has been in the area of farm credit. Farmers and their cooperatives borrowed $5.3 billion in one recent year from the Farm Credit System, and had $6.3 billion in outstanding loans. They now own ... of capital stock in ...

THE IMPACT

EDITORIAL

Michigan Milk Messenger
October, 1964

- Circulation 17,500

October has been designated Cooperative Month. Proclamations have been issued by a host of state governors and by Secretary of Agriculture Orville L. Freeman. Thousands of stories and pictures have been printed to promote understanding, tell the story of accomplishment, and improve the public image of cooperatives.

Speaking frankly

James Patton, President
National Farmers Union, Washington, D. C.

. . ."I am asking Reuben Johnson, Director of Legislative Services for National Farmers Union to attend. I am also asking Clint Hess, representing National Farmers Union Foreign Service Programs to attend. . ."

More than 7,000 people went through the Patio Exhibit -- about half of them from outside Government. They included 4-H Club groups, cooperative and agricultural leaders, foreign visitors, press, school groups, tourists, staffs of congressional committee, and the general public.

Kenneth D. Naden, Executive Vice-President,
National Council of Farmer Cooperatives,
Washington, D. C.

. . ."These exhibits should be an excellent way of telling the story of cooperatives as supported by the various USDA agencies and the Farm Credit Administration. . .The activities in October should be an excellent springboard to achieving public recognition of the accomplishments and of the potential value of cooperatives as an instrument in national agricultural policy. . ."

Edwin G. Nourse, first chairman of the President's Council of Economic Advisors

. . . "The three-weeks program and the exhibits in the patio should make a significant contribution toward bringing our public image up-to-date. . ."

the National Magazine of Farm Business

COOPERATIVE DIGEST

COMBINED WITH FARM POWER

October, 1964

BACK TO THE OPENING

Co-op Month Ceremonies Take Place

Circulation 30,228

...the opening ceremony ... Month" and an ... out promotional by ... of the Depart... culture in sup... operative move...

...knot-tying ... on the patio ...t's adminis... Washington ... by the Co... Commit... the rope, Secretary ... Under Sec... urphy, As... ...s John ... Mehren on ...

...ary Dorothy ...t there to ...

...s pulled the ...cretary Free... ...at mu... have ...tra ... was ...is r... ...to ...

Livestock Market Digest Monday, October 26, 1964 ...ued. ...er ev... ...service ...ay it help ... in building a ...

...tary opened a 17... ...ibit, distributing tons ... cooperative literature ...ground out by 16 agencies of ...

The Cover...

Secretary of Agriculture Orville L. Freeman and the Cooperative Advisory Committee for the USDA help pull the "Knot of Cooperation" tighter, to signify the dual role of USDA and cooperatives in building a strong rural America. The group participated in opening ceremonies of USDA's Co-op Month Observance in the Dept. of Agriculture administration building.

Left to right are: George L. Mehren, assistant secretary of agriculture; Charles S. Murphy, under secretary of agriculture; Secretary of the Treasury Douglas Dillon; Secretary of Agriculture, Orville L. Freeman; Clyde T. Ellis, general manager, National Rural Electric Cooperative Assn; J. K. Stern, president AIC; Congressman Graham Purcell, jr. of Texas; Kenneth D. Naden, executive vice president, National Council of Farmer Cooperatives; Dwight Townsend, director, Washington office, The Cooperative League of the USA; and Patrick Healy, assistant secretary, National Milk Producers Federation.

USDA T... Co-op. Leaders Open Exhibit

WASHINGTON, D. C. — Leaders of rural co-operatives are special guests of the U. S. Department of Agriculture during its October observance of "Cooperative Month."

They represent some 22 million rural residents who have memberships in about 23,000 co-operatives now operating in this nation's private business system, Secretary of Agric... re Orville ...

...cooperative way of doin... Secretary ...fastest and most practic... a.m., Oct... 6, officially goals sought by these p... ...er 6. ...

A... Other a... ...ities planned in... ...eness grew... clude m... ...working seminars ...s in making ... (Octob... 14, 16, 20 and ...tools and market... 22) a... ...n International Day ...tries, it focused atten... prog... October 19, when ...here. And when folks ...eratives they began t... ...ties of these self-help ...

Secretary Freem... outspoken in his eva... method to revitalize ... forthrightness on his ... comments and action ... critics.

Of special signi... shown continuously at the a... positive attitude in ... Room 1605, South Building, during the lunch hour.

BUS TOURS — Plans are being completed ... for special bus tours of area r... co-operatives. Movies on co-operative activities will be is... USDA Patio Theatre, and in ...

Exhibit Opens In D.C.

Cooperative Month, which has ...bserved in a number of ...for several years, this year ...t added emphasis from the ... States Agriculture Depart...

...exhibit, pointing up activi... which tie in directly with the ...erative program ...ened ...ber 6 in the p... the ...iculture Departm... ...ion Building ... ...shington, ... It will ...e through ...tober 23.

...cretary Freeman ...ficially o... the exhibit at a ...pecial ...ony. He spoke on 'How ...atives Help Build A Bette... ...rica."

Also ... the month-long program ...

Circulation 188,356

Baltimore Sun 10-16-64

SPEAK OUR MIND

Douglas Dillon, Secretary of the Treasury
Washington, D. C.

. . ."Thank you for your letter regarding the Department of Agriculture's exhibit on cooperatives. I will certainly try to be present at the official opening of the exhibit on October 6th.

. . ."I will bring the fact of the exhibit to the attention of my associates here in the Treasury.

. . ."Best wishes. . ."

Our Co-ops

OCTOBER IS CO-OP MONTH, thirty-one days set aside by farmers and cooperators in the nation's major agricultural states to pay tribute to the great idea that men banded together in common cause can achieve important goals that as individuals they could never reach.

Recognition of that simple, magnetic

FARMERS UNION HERALD, OCT. 5, 1964

...operatives for helping "build a better ag... ...riculture and a better America."

For farmers, the President says, cooperatives "have led to increased income and a better way of life." He comes and he knows "first-hand what power and light from rural cooperatives calls that can do to enrich farm lives."

President Johnson also hails the vital role played by farmers' marketing and ... mutual insurance and

Missouri Farmer - Circulation 156,962

Knot-Tying Heralds New T... In USDA, Cooperati... ...unity

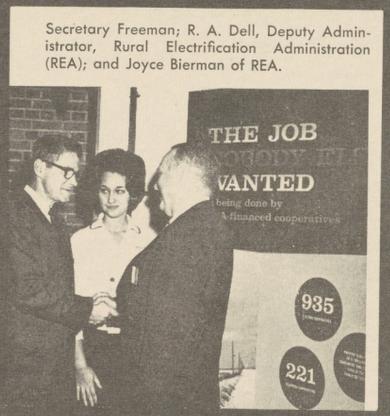
► "May the 'Knot of Cooperation' never be ...sed", Secretary Freeman stated as he officiated at a special ceremony last month to symbolize the declaration of unity between the U.S. De...

...– that's a line," said ex-Marine ...he picked up his end of -- whatever it ... The Secretary of Navy, Paul H. Nitze, made a short-term loan of the "line" on a cooperative basis. Secretary of Treasury Douglas Dillon also took his place on the "line" -- to keep the loan transaction legal, no doubt.

After the "tightening of the Knot of Cooperation," Secretary Freeman called, symbolically, for close ties on the part of USDA and cooperatives to bring about a better rural America and to help in building the Great Society.

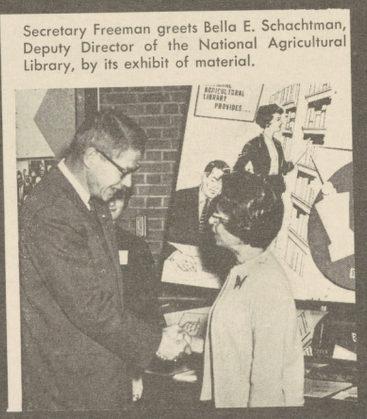
The Missouri Farmer NOVEMBER 1964 Circulation 5,720

Poultry & Eggs Weekly - October 10, 1964



Secretary Freeman; R. A. Dell, Deputy Administrator, Rural Electrification Administration (REA); and Joyce Bierman of REA.

Secretary Freeman speaks to B. T. Shaw, Administrator, Agricultural Research Service (ARS); and Nancy D. Shofferman—Miss ARS.



Secretary Freeman greets Bella E. Schachtman, Deputy Director of the National Agricultural Library, by its exhit of material.

Secretary Freeman; Edward P. Cliff, Chief, Forest Service (FS); and Judy Moore—Miss FS, by the FS exhibit.

Patio Full Circle

(l. to r.) Patrick Healy, Secretary Freeman, Carolyn Weaver—Miss Agricultural Marketing Service (AMS); and S. R. Smith, Administrator of AMS.

Secretary Freeman (left center) shows Farmer Cooperative Service (FCS) exhibit to Clyde Ellis, General Manager, National Rural Electric Cooperative Association; Roy Hendrickson (partly hidden), Executive Secretary, National Federation of Grain Cooperatives; Pat Healy, Assistant Secretary, National Milk Producers Federation; Kenneth Naden, Executive Vice President, National Council of Farmer Cooperatives; Dwight Townsend, Director, Washington office, Cooperative League of USA; and Martin A. Abrahamsen, Deputy Administrator, FCS.

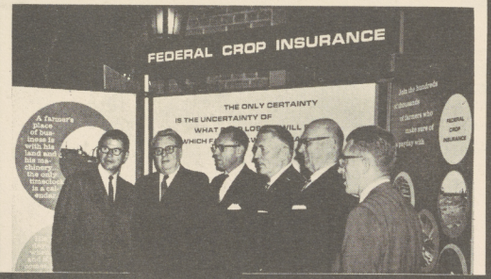
Information for better business decisions is provided by Economic Research Service. From left are O. P. Blaich, Economic Research Service (ERS); Secretary Freeman; Linda Holder—Miss ERS; and Nathan M. Koffsky, Administrator of ERS, before their exhibit.

Agricultural Stabilization and Conservation Service (ASCS) exhibit provides backdrop for Secretary Freeman; Carole Landis—Miss ASCS; and Horace Godfrey, Administrator of ASCS.

Gladwin E. Young, Assistant Administrator, of Soil Conservation Service; Joan Quertermous—Miss SCS; and Secretary Freeman stand in front of Soil Conservation exhibit in USDA Patio.

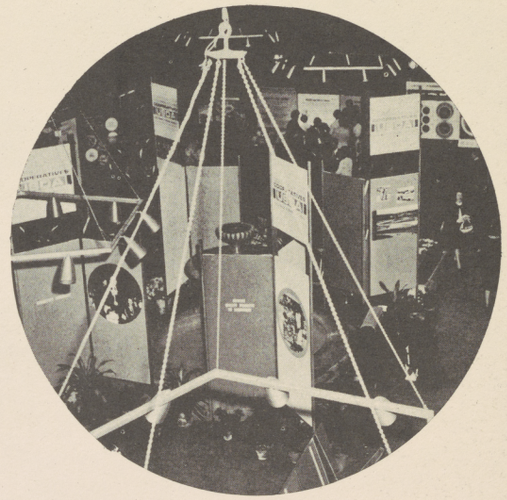
Floyd J. Higbee, (l.), Deputy Administrator of Farmers Home Administration, greets Assistant Secretary John Baker during the opening day ceremonies.

Secretary Freeman; Roy T. Hendrickson; Kenneth D. Naden; Dwight Townsend; John N. Luft, Manager, Federal Crop Insurance Corporation (FCIC); and Assistant Secretary Baker, by FCIC exhibit.



(l. to r.) Kenneth Naden; T. C. Byerly, Administrator, Cooperative State Research Service; Secretary Freeman; and Orrin Shipe, chat beside exhibit.

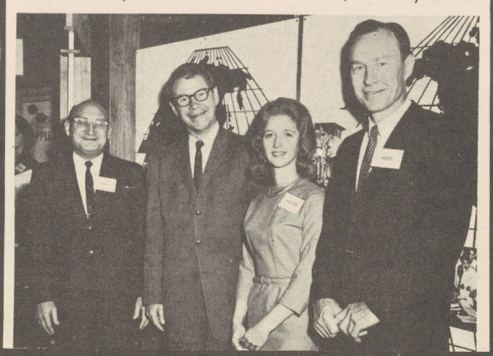
Secretary Freeman; Martha L. Payne, of Foreign Agricultural Service (FAS); and Ray Ioanes, Administrator, FAS, (on right).



(l. to r.) Kenneth D. Naden; Lloyd H. Davis, Administrator, Federal Extension Service (FES); Odessa Mitchell—Miss FES; and J. K. Stern, President, American Institute of Cooperation, look over Extension's exhibit in the patio.

THE PATIO ... FULL CIRCLE

Matthew Drosdoff, Administrator, International Agricultural Development Service; Secretary Freeman; Judith M. Scott—Miss IADS; and John R. Beasley, Africa Coordinator of IADS, stand by exhibit.



(l. to r.) C. B. Gilliland, Deputy Director; Suzanne Marston; and A. T. Mace, Director, all of Office of Rural Areas Development.

(l. to r.) J. Pittman Stone, Chairman, Farm Credit Board; Governor R. B. Tootell, Farm Credit Administration; Secretary Freeman; W. T. Steele, Jr., General Manager, Southern States Cooperative; Lester C. Carter, General Manager, Arkansas Rice Growers Cooperative Association; and Marian A. Clawson, farmer, Eaton, Ind.

(l. to r.) Assistant Secretary John A. Baker; John Rippey, Director, Washington office, CUNA; Secretary Freeman; Orrin Shipe, Manager Director, CUNA; and Dwight Townsend visit FCS exhibit on Credit Unions.

"We are gathered here in a spirit of cooperation and friendship and rededication to a great principle to making it work more effectively."

THE SECRETARY SPEAKS

Program

Chairman - Assistant Secretary of Agriculture John A. Baker

Keynote Speaker - Honorable Orville L. Freeman, Secretary of Agriculture, "How Cooperatives Help Build a Better America"

Distinguished Guests

Cooperative Advisory Committee Representatives

J. K. Stern, President
American Institute of Cooperation
1616 H Street, N.W., Washington, D.C.

Dwight Townsend, Director, Washington Office,
The Cooperative League of the USA
1012 14th Street, N.W., Washington, D.C.

Kenneth Naden, Executive Vice President
National Council of Farmer Cooperatives
1616 H Street, N.W., Washington, D.C.

Clyde T. Ellis, General Manager
National Rural Electric Cooperative Association
2000 Florida Avenue, N.W., Washington, D.C.

Patrick Healy, Assistant Secretary
National Milk Producers Federation
30 F Street, N.W., Washington, D.C.

Roy T. Hendrickson, Executive Secretary
National Federation of Grain Cooperatives
711 14th Street, N.W., Washington, D.C.

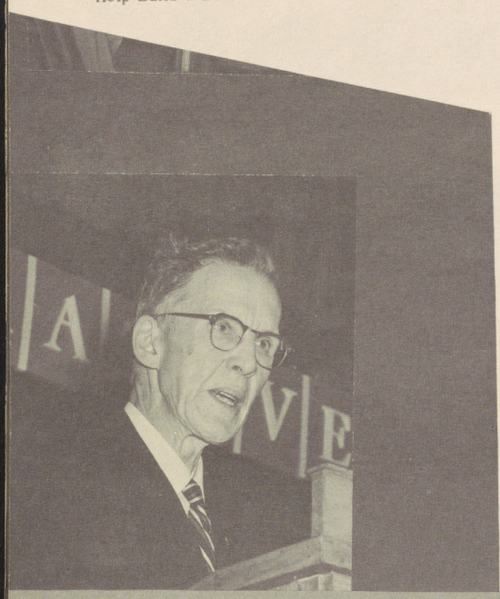
National Agricultural Advisory Commission

Charles R. Sayre, Acting Chairman
Manager, Staple Cotton Growers Association
Greenwood, Miss.

Farm Credit Board

J. Pittman Stone, Chairman
Farm Credit Board
Coffeyville, Miss.

Robert B. Tootell, Governor
Farm Credit Administration
Washington, D.C.



Jerry Voorhis, President, The Cooperative League of USA, expressed deep appreciation for USDA's recognition of the continued need for cooperatives to help in the preservation of Rural America's roots, and thanked the Secretary for the stimulation the Observance was giving.

ncreased Needs, Freeman Says

st give increased attention basic needs that will make m stronger and more via- "

ecretary Freeman then pin- nted the need for expansion ong small cooperatives, along h the need by many for better nagement, increased coopera- among themselves and added services to save members time, labor and money.

He also stressed the need by cooperatives for vigorous leadership aimed at broadening the groups' perspective, especially in community development projects.

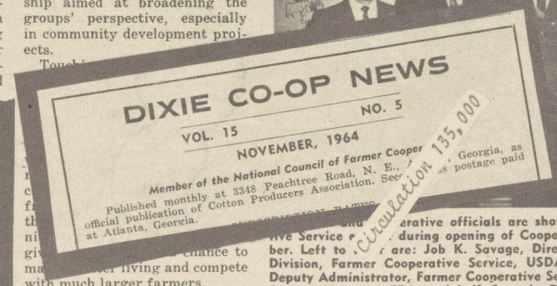
To

with much larger farmers.

"All over America cooperatives are helping local people generate new life and new opportunity in their communities," the Secretary continued. "Over 100,000 people are actively participating in more than 16,000 community development projects. Co-ops are in the vanguard of many of these projects."

The secretary's address was the opening of the full-scale observance of Cooperative Month during October by the U.S. Department of Agriculture.

"It is our hope that this Cooperative Month and this observance will fire the imagination of a great many people about the potential impact of cooperatives in the New Age of Abundance," Secretary Freeman declared.



DIXIE CO-OP NEWS
VOL. 15 NO. 5
NOVEMBER, 1964
Member of the National Council of Farmer Cooper
Published monthly at 3348 Peachtree Road, N. E., Georgia, as official publication of Cotton Producers Association. Sec postage paid at Atlanta, Georgia.
Circulation 135,000

erative officials are shown at the Farmer Cooperative Service during opening of Cooperative observances in October. Left to are: Job K. Savage, Director, Management Services Division, Farmer Cooperative Service, USDA; Martin A. Abrahamsen, Deputy Administrator, Farmer Cooperative Service, USDA; D. W. Brooks, General Manager, CPA; and J. K. Sanuels, Director, Marketing Division, Farmer Cooperative Service, USDA.

Three members of the Agriculture Finance and Credit Policy Committee of the National Council of Farmer Cooperatives stop for a picture just before listening to the keynote address by Secretary Freeman. Left to right, are: C. B. FunderBurk, Treasurer, CPA; R. R. Mauser, President, California Canners and Growers, San Francisco; and Owen Cooper, President, Mississippi Chemical Corporation, Yazoo City.

Federal Farm Credit Board members at Keynote Program were: From left, Wm. T. Steele, Jr.; K. T. Anderson; David G. Gault; Loren T. Bice; Marion A. Clawson; Glen R. Harris; Jennings B. Fuller; Julian B. Thayer; Robert T. Lister; Joe B. Zeug; and L. C. Carter.

Also attending were representatives of cooperatives among the members of the National Agricultural Advisory Commission and the members of the Executive Committee of the National Rural Electric Cooperative Association.

NORBEST TURKEY GROWERS WIN 'E' AWARD FOR EXPORTS

Norbest Turkey Growers Association, Salt Lake City, Utah, a poultry marketing cooperative serving turkey producers in seven western states and a member of the National Council, was awarded a President "E" award Monday for its achievements in expanding export markets. The award was presented to General Manager Herbert Beyers by Assistant Secretary of Agriculture Dorothy H. Jacobson on behalf of Secretary of Agriculture Freeman and Secretary of Commerce Hodges. The presentation was made at a ceremony in connection with International Day in USDA's 18-day observance of Cooperative Month.

Mrs. Jacobson commended the cooperative for its contribution to the export expansion program and pointed out that many farmer cooperatives are engaged in exporting U.S. food and fiber products. Norbest is the 36th agricultural concern and the eighth cooperative to win the "E" award.

The citation declared that "Norbest Turkey significant contributions to the export expansio substantially increasing foreign sales of turkey effort promotion program featuring high standard packaging and market service." The "E" awards a and Commerce Departments under a program initiat ized to fly the blue and white "E" banner over t their certificates, issue "E" pins to employees, tising.

-- WS --

Herbert E. Byers, left, General Manager, Norbest Turkey Growers Association, receives the E Award flag from Dorothy Jacobson, Assistant Secretary. Next is Jan Verschuur, Chairman, President's E Award Committee; David Bell, Administrator, AID; and Charles Murphy, Under Secretary of Agriculture.

Under Secretary Murphy's introduction of Mr. Bell highlighted idea that cooperatives are a dramatic lesson in democracy...that contribution of U.S. cooperatives in extending their concepts of service beyond the boundaries of this country is of great significance.

UNITED STATES DEPARTMENT OF AGRICULTURE

Koenig DU 8-4330
Clark DU 8-4026

Washington, October 19, 1964

AID Administrator Praises Self-help of Cooperatives:

Cooperatives can mean better living and economic growth David Bell, Agency for International Development administrator, said today at the U. S. Department of Agriculture International Day meeting in Washington, part of USDA's Cooperative Month Observance, Oct. 6-23.

Chairman for the meeting was Dorothy Jacobson, Assistant Secretary of Agriculture for International Affairs. Mr. Bell was introduced by Under Secretary of Agriculture Charles S. Murphy.

Stressing the democratic process represented in agricu[illegible] Mr. Bell praised cooperatives in de[illegible]

THE FOCUS OVERSEAS

USDA Honors Norbest Turkey Growers' Export Drive at Agricultural Co-op Month Observance

At special ceremonies in the Department of Agriculture marking "International Day" in the USDA's observance of "Agricultural Co-op Month," an outstanding U.S. agricultural cooperative, Norbest Turkey Growers of Salt Lake City, received the Presidential "E" Award for its contribution to the U.S. export expansion dri[illegible]

has been a steady customer of Norbest, as well as a quality buyer. He not only distributes turkeys and turkey parts throughout Holland, but also transships to Norbest's other leading markets—West Germany, Switzerland, and Italy.

[illegible] States to foreign buyers who then ar[illegible] range their own ocean transportatio[illegible]

food press.
Since then, the Rotterdam importer

At USDA ceremony, Mrs. Dorothy Jacobson, Assistant Secretary of Agriculture for International Affairs, presents the "E" Award to Norbest's Herbert Beyers.

Foreign Agriculture

Circulation 10,000

Herbert Beyers, General Manager
Norbest Turkey Growers Association
Salt Lake City, Utah

. . ."I thought it was a very fine and educational display, and I personally was pleased to be able to be back there to receive the "E" Award on October 19th. . ."

Among the guests from foreign countries and the diplomatic corps in Washington were representatives of a score of countries. They included the "two little girls from Thailand" shown here; 40 from Swedish Women's Cooperative Guild; 75 from Bavaria; a group of Congressmen from Brazil; Agricultural Attaches from Spain, Rumania, and other countries; the Minister of Agriculture from Iran; Commissioner of Agriculture from Sweden; trainees sponsored by AID; and numerous others.

THE FOCUS OVERSEAS

UNITED STATES DEPARTMENT OF AGRICULTURE

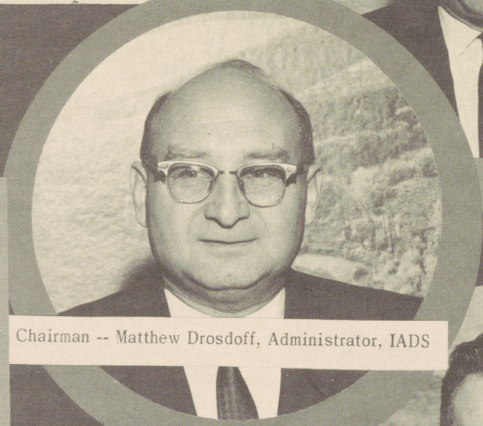
Greeneisen DU 8-6965
Clark DU 8-4026

Washington, October 20, 1964

Cooperatives' Democratic Action Aid Developing Nations, Panelists Say:

"People have within their hands the tools to fashion their own destiny," said panelists at a U. S. Department of Agriculture seminar on cooperatives in Washington today. The values and uses of cooperatives in international development were studied in one of six seminars, which are part of USDA's Cooperative M...

Frank M. Sahlman, Director
International Cooperative Development
Service, AID



Chairman -- Matthew Drosdoff, Administrator, IADS

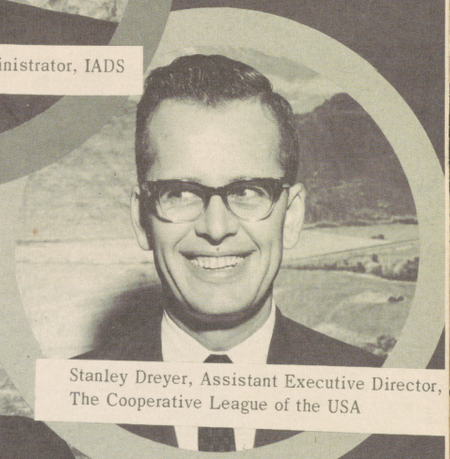
William D. Rogers, Deputy U. S. Coordinator
AID, Washington, D. C.

. . ."I am urging all interested members of my staff to attend this valuable contribution to our understanding of the role that cooperatives can play in development both here in America and that which can be exported in our foreign assistance programs.

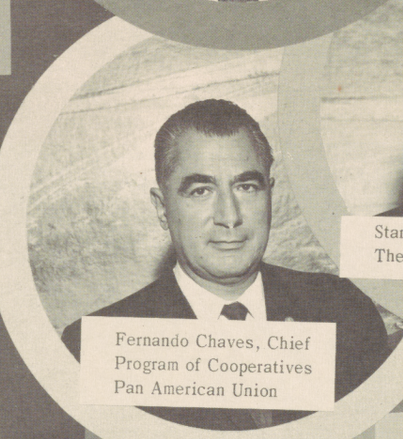
. . ."We are, as you know, deeply interested in the development and use of cooperatives in our foreign assistance programs. May I take this occasion to express my sincere appreciation to you and your department for the outstanding cooperation and assistance which we have received in this vital area. . ."

John R. Beasley, Regional Coordinator
Africa Area, International Agricultural
Development Service, USDA

. . ."The OAS panel member suggested monthly luncheon meetings with representatives of Washington area cooperative organizations engaged in cooperative development overseas. We have scheduled the first luncheon meeting on November 4 in the South Building. . ."



Stanley Dreyer, Assistant Executive Director,
The Cooperative League of the USA



Fernando Chaves, Chief
Program of Cooperatives
Pan American Union

A group of Brazilian Congressmen visited the Patio Exhibit. C. B. Gilliland, ORAD, stands at right.

John H. Heckman, Cooperative Consultant

MICHIGAN ASSOCIATION OF FARMER COOPERATIVES

A Division of the Michigan Farm Bureau

NEWSLETTER

Local • State • National News

SERVING ALL MICHIGAN COOPERATIVES . . . EDUCATION • LEGISLATION • MEMBER SERVICE

Vol. 22, No. 6 Lansing, Michigan November, 1964

[illegible] for good cooperatives to play in the interest of all, states George L. Mehren, Assistant Secretary of Agriculture for Marketing and Consumer Services, in a talk on What Cooperatives Contribute to the Consumer.

Mr. Mehren gave five examples of cooperatives' contributions to consumers:

Providing Quality Products - Many cooperative products bear the magic passport to consumers -- quality -- because cooperatives produ[illegible] the structure and know-how to produce high quality products.

THE BROAD CO-OPSCOPE

[illegible]s respond to demands [illegible]ood merchandising. T[illegible] better handling ar[illegible] agreements and ord[illegible] administered by USDA to bring market stability.

Six seminars in all drew 2,000 selected representatives from government and outside groups.

Three already shown were on cooperatives' roles -- in promoting international understanding, in the new Economic Opportunity program, and in contributions to consumers.

Credit Panel had as Chairman, M. A. Abrahamsen, Deputy Administrator, FCS, standing. Panelists, from left, were Richard A. Dell, Deputy Administrator, REA; Howard Bertsch, Administrator, FHA; J. Orrin Shipe, Managing Director, CUNA, International, Inc., Madison, Wis.; R. B. Tootell, Governor, FCA; and J. H. Morrison, Deputy Manager, FCIC.

SEMINARS

Cooperatives' Democratic Action Aid Developing Nations, Panelists Say.

"People have within their hands the tools to fashion their own destiny," sa[illegible] panelists at a U. S. Department of Agriculture seminar on cooperatives in Washington today. The values and uses of cooperatives in international development were studied in one of six seminars, which are part of USDA's Cooperative Month observance.

[illegible]nar Chairman, Dr. Matthew Drosdoff, Administrator of USDA's International [illegible]ment Service, led a panel discussion on "The Role of Cooperatives [illegible]erstanding and Improved Standards of Living." Panel [illegible] Executive Director, Cooperative League [illegible]operatives, Pan American [illegible]n, Director, [illegible]ment.

UNITED STATES DEPARTMENT OF AGRICULTURE

Koenig DU 8-4330
Clark DU 8-4026

Washington, October 8, 1964

Cooperative Seminar Speakers Call Credit Important Tool:

A space-age success story of how thousands of American farmer[illegible] helped in their desire to make the most of their credit resources [illegible] membership in cooperative groups was told here (Washington, D. C.)

Leaders of four government agricultural agencies and Credit U[illegible] Association pieced together this credit picture during the first o[illegible] Department of Agriculture sponsored Cooperative Seminars, held in [illegible] with USDA's observance of Cooperative Month.

Seminar Chairman Martin A. Abrahamsen, USDA Farmer Cooperative Service Deputy Administrator, stressed that "the strategic importance of credit strongly reflects rapidly changing conditions in today's scientific and mechanized agriculture."

from CUNA

WASHINGTON [illegible]

CUNA PUBLIC RE[illegible]

Circulation 60,000

CUNA INTERNATIONAL, INC.

(formerly Credit Union Nation[illegible])

[illegible]ONTARIO

SHIPE SPEAKS AT USDA COOPERATIVE SEMINAR

The credit union movement is as certain today as it was 30 years ago that there is a real need for consumer credit services in our rural areas, J. Orrin Shipe, managing director of CUNA International, told members of a cooperative seminar at the U.S. Department of Agriculture Thursday. "Just as they have done for millions of industrial workers in this country, credit unions are uniquely designed to provide our rural population with assistance in their role as consumers," Shipe said.

[illegible]pe appeared on a panel sponsored by the Department of Agriculture in [illegible]njunction with the observance of Cooperative Month. Members of the panel [illegible]re R. B. Tootell, governor of the Farm Credit Administration; Howard [illegible]rtsch, administrator, Farmers Home Administration; Richard A. Dell, deputy [illegible]dministrator, [illegible]ral Electrification Administration; and Jack H. Morrison, [illegible]eputy manager, [illegible] Crop Insurance Corporation.

On Tuesday, Sh[illegible] [illegible]culture Secretary Freeman at the opening of the Cooper[illegible]

What Cooperatives Contribute to the Consumer

A Reading List *

Compiled by Geraldine A. Corridon
National Agricultural Library

USDA's Library prepared reading lists distributed at each seminar. Relevant publications were displayed for pickup.

Marvin A. Anderson, Associate Director
Cooperative Extension Service
Iowa State University
Ames, Iowa

. . ."The seminars scheduled during the period look most interesting. I presume that copies of the topics presented at these seminars will be available. If so we certainly would appreciate receiving them. You may be interested in knowing that the North Central Extension Directors spent a full day with the Co-op leaders in their region discussing mutual problems and opportunities for working together more closely. We feel that this was a most productive and helpful meeting on the part of all. . ."

THE BROAD CO-OPSCOPE

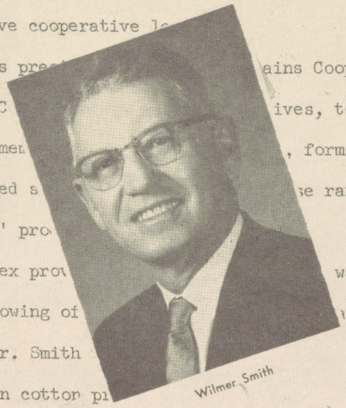
Co-op Leader Sees 'Integrated Operations' Needed for Success:

How a Texas cotton farmer and hundreds of other producers in the state's High Plains are getting substantial financial benefits by integrated operations through their cooperatives -- both on and off the farm -- was reported here today.

The report was made at the second of six U. S. Department of Agriculture-sponsored Cooperative Month Seminars, composed of cooperative leaders and government representatives, by Wilmer Smith, a New Home, Texas, cotton and sorghum producer and active cooperative l

Mr. Smith is pre ains Cooperative Oil Mill, Lubbock, and the New Home C ives, together with other cooperatives of which he is a me , form an integrated operation that provides most needed s e range from furnishing seed to marketing farmers' pro

"This complex prov warehousing and transportation as well as the growing of rketing cotton direct to textile mills," Mr. Smith roup of cooperatives has some of the most modern cotton p ilities in the world."



Wilmer Smith

SMITH —

(Continued from Page 1)

processing, warehousing, milling and transport as well as the growing of high ton marketing

ern

facil

Plains Cooperative Leader Participat in USDA Observance of Cooperat

Circulation 18,000

Far operatives were placed in the spotli the U. S. Department to Agricultu ith several spe H events during t es Octobe Events included a "ues hibit in the USDA's Building Patio, an mony with parti Agriculture C Under Secr an Internatio tours of Wash area era- es, and six working seminars.

Wilmer Smith of New Home, Texas was the principal speaker for the

Oct cuss the Side of president of erative Oil Mill, New Home Coop- these cooperatives, to- th other cooperatives of he is a member. Smith ex- ed, form an integrated operation hat provides most needed services for farmers. These range from fur- nishing seed to marketing farmers' products all over the world.

"This complex provides ginning,

(See SMITH, P. 6, Col. 1)

TEXAS COOPERATIVE NEWS

SEPTEMBER-OCTOBER, 1964

Circulation 1,874

Wayne Co-Op Bulletin

DECEMBER 1964 (C)AL PUBLICATION OF WAYNE CO-OPERATIVE MILK PRODUCERS, INC. P. O. BOX 989 FORT WAYNE, INDIANA

Co-op Role

Co-ops can play a major role in America's war on poverty, said panelists at a seminar on "Cooperatives in the New Economic Opportunity Program," sponsored by USDA as part of its Cooperative Month Observance. Co-ops can participate in these ways, panelists concluded.

CO-OP ROLE IN DEVELOPING RURAL AREAS IS EXPLAINED

SEMINARS

WASHINGTON, (NRECA)---The role that electric cooperatives can play in developing the economy of their service area was illustrated here in a panel discussion sponsored by the Department of Agriculture in observance of "Co-op Month."

anelists, J. E. Smith, manager of the Mecklenburg Chase City, Va., told the group that rural have spent roughly $4.5-billion in labor, ipment to build the necessary ities, churches, schools,

pay 82 employee It is estimated th properties valued at $80

Smith also declared that the co-op year was not taken from the community, "but t locally in payrolls, vehicles, taxes -- and we do pa her expenses."

anelist, Charles Packard, of Martinsburg, Pa., president Packers Cooperative, explained how the co-op is its members and contributing to the economic

growers to help them protect their orchard business. The the facility, helped with from Federal and State

ant has meant added sales trucking company reported a from orchards to the plant and ania, New York and New Jersey.

Packard that their business is co-op's payroll "snowballs" into r purchases, new savings accounts

RENS

RURAL ELECTRIC NEWS SERVICE

NRECA Rural Electric News Service is published each Friday by the National Rural Electric Cooperative Association, 2000 Florida Ave., N.W., Washington, D. C. 20009. It is mailed to all editors of Rural Electric Statewide Publications, to the NRECA Board of Directors, and to editors of other cooperative publications and news services.

News service for newspapers with combined circulation of 2.7 million

Circulation 69,500

LAND O'LAKES NEWS—January, 1965

Benefits of Cooperatives Given by Slettom in Washington Speech

Edward E. Slettom, Executive Secretary of the Minnesota Association of Cooperatives, recently spoke at a seminar sponsored by the U.S.D.A. in Washington in observance of Cooperative Month. Said Slettom, in part:

"I believe one of the main over- all benefits of cooperatives has been their influence on the abili of American farmers to pro food abundantly, while at t time allowing them to m their individual status.

"Not to be overlooked is th fact that cooperatives have pro- vided a vehicle for leadership training in the conduct of busi- ness. Cooperatives h feeling of 'comp ness.' They base

Thro he communities. cooperatives deans to combat

operative idea is prop- erstood and used to the possible extent in American culture, I am convinced that the individual farmer can continue as master of his vineyard and that he will meet the needs of people for food and fiber everywhere."

Cooperatives on Poverty, Experts Say:

Cooperatives can y a major role in America's war on poverty, said panelists at a seminar on 'Cooperatives in the New Economic Opportunity Program," sponsored by the U.S. Department of Agriculture here as part of its Cooperative Month Observance.

The panelists were: Fred Hayes, Office of Economic Opportunity; Bernard Polk, Farmers Home Administration, USDA; Irwin Rust, Farmer Cooperative Service, USDA; and Msgr. Edward O'Rourke, National

Co-ops can participate in these ways,

1. Take the lead in organizing under the Economic Opportunity Act, prepare plans for in each community.

2. Undertake ices of

This Seminar on benefits of Cooperatives to their Communities showed --

Contributions reported included a $75,000 payroll...$50,000 trucking bill...$100,000 for packaging supplies...taxes paid since 1938 equal to cost of new school in community...vehicle to channel money back into community...new businesses stimulated...in other words, more jobs--more income--more taxes and other community service costs paid.

Standing is the Chairman, A. T. Mace, Director, Office of Rural Areas Development.. Panelists, from left, were: I. W. Rust, FCS; Thomas L. Delton, Field Representative, ORAD; J. E. Smith, Manager, Mecklenburg Electric Cooperative, Chase City. Va.; C. L. Packard, President, Cove Apple Packers Cooperative, Martinsburg, Pa.; and E. E. Slettom, Executive Secretary, Minnesota Association of Cooperatives.

MOVIES

1,500 copies of Directory distributed by
Pick-up at Patio Exhibit
Special requests from State Council Secretaries

Compiled by Motion Picture Service, Office of Information, USDA

October 1964

SCHEDULE OF FILM SHOWINGS

FOR CO-OP MONTH

SRO sign went up for showings of these 31 cooperative movies.

12:00 - 1:00 p.m. daily
Room 1605, South Building
Motion Picture Service
Office of Information
U.S. Department of Agriculture

October 6

WHERE THE BRIGHT LIGHTS SHINE — 30 minutes

A man returns to the crude rural area of his birth to find an easier life there through the formation of cooperatives. New Mexico Rural Electrification Co-op Association.

GROWING PLACES — 28½ minutes, color

The film presents cooperative principles, by using Cotton Producers Association as an example. SOURCE: Cotton Producers Association, P.O. Box 2210, Atlanta 1, Georgia.

GROWING REGIONAL, A — 15 minutes

Story of a farmer cooperative. SOURCE: Borrow from F... Dealers Association, Des Moines, Iowa.

Mrs. Turnquist
Wisconsin Association of Cooperatives
Madison, Wisconsin

. . "Would you please rush us one hundred of the booklets "Films on Cooperatives." We need these for the Wisconsin Education Association meeting in Milwaukee next week. . ."

PATIO THEATER CALENDAR

THE SPECIAL EVENTS

IT'S THE FARMERS BUSINESS
Oct. 5-9

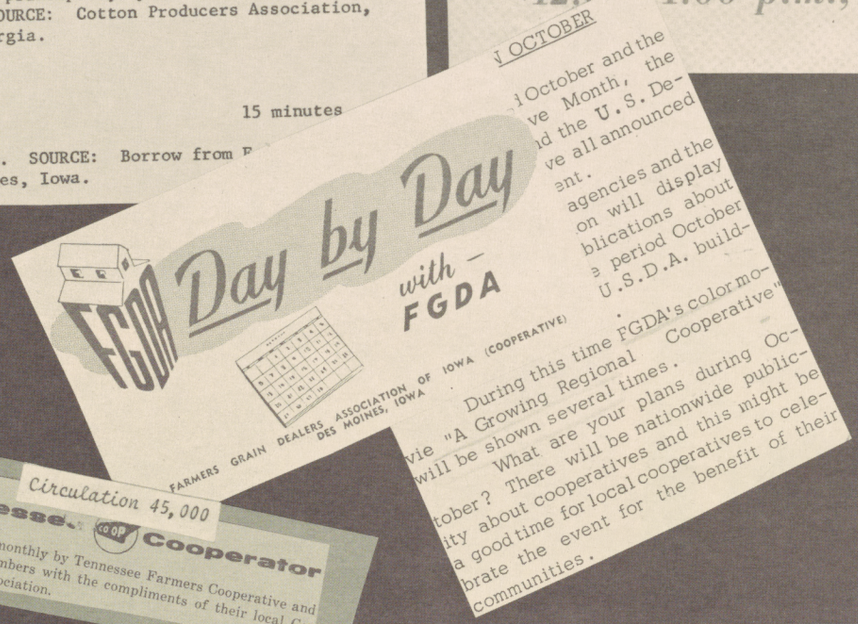
THE REA STORY
Oct. 12-16

CREDIT WHERE CREDIT IS DUE
Oct. 19-30

Other films on cooperatives shown daily between 12:0[illegible]-1:00 p.m., Room 1605, South bldg. October 6—23

Lloyd A. Ernst, Executive Secretary
South Dakota Association of Cooperatives
Huron, South Dakota

. . ."We commend you on your work in compiling the directory of the "films on cooperatives." This should be useful to many people. I find that many of our Vo-Ag Teachers, County Agents, and others do not now have such a guide as to where films on cooperatives can be ordered. . ."



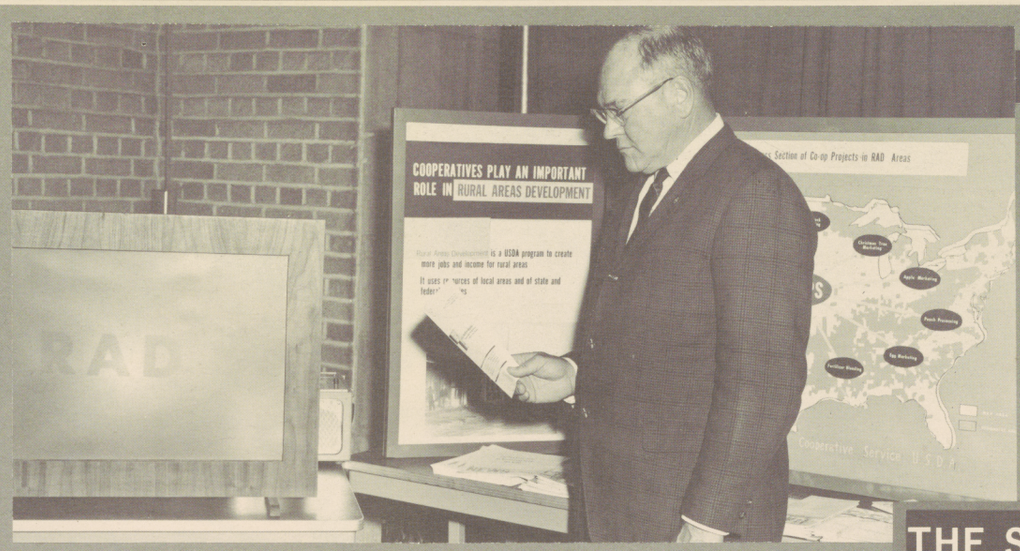
TRULY TENNESSEAN — 29 minutes, color

The organization of an imaginary cooperative is shown through a story-line that involves a father and his son who struggles to overcome the father's resistance to the cooperative idea. This story is super-imposed on the historical background of the Tennessee Volunteer tradition and a tracing of the organizational development of the co-op to the present. SOURCE: Borrow from Tennessee Farmers Cooperative, La Vergne, Tennessee.

PHOTOGRAPHY

"Same-Day Processing" of photographs taken by Russ Forte and Crew of OI helped get coverage in press. We also displayed photos in Patio as they were reproduced after each event.

SLIDES



Two narration slide series ran in opposite corners
1. This one the Cove Apple Packers Cooperative (President Packard shown standing by it here) and the RAD exhibit.
2. Another on "Co-opportunities in Forestry and Recreation" as companion to these two exhibits.

THE SPECIAL EVENTS

Recognized during the USDA Cooperative Observance for their distinguished contributions to cooperatives were—(from left) Henry C. Taylor, former head of the USDA office where much of the early research on cooperatives took place; Edwin G. Nourse, outstanding economist and long-time contributor to cooperative thought and philosophy; Lyman S. Hulbert, cooperative attorney who helped draft the Capper-Volstead Act, often called the Magna Charta of cooperatives; and Joseph G. Knapp, Administrator, Farmer Cooperative Service, a recognized writer and speaker on cooperatives.

RECOGNITIONS

Mrs. Dorothy Jacobson, Assistant Secretary, read the tributes to the 4 distinguished cooperative leaders.

THE SPECIAL VISITORS

Minnesota — Karl F. Rolvaag, Governor

. . . cooperative organization by individuals to carry on business and other lawful activities is a deeply rooted part of the free enterprise system . . . urge an understanding of the achievements and services of cooperatives in Minnesota and of the constructive and responsible role they share in economic progress.

Among the visitors in town during Cooperative Observance were Executive Secretaries of two state associations of cooperatives. At top is E. E. Slettom, Minnesota Association of the Cooperatives-the first state to proclaim October as Cooperative Month back in 1948. Below, at right, is Hal Hellebust, Kansas Cooperative Council, and with him is I. W. Rust, FCS.

Iowa — Harold E. Hughes, Governor

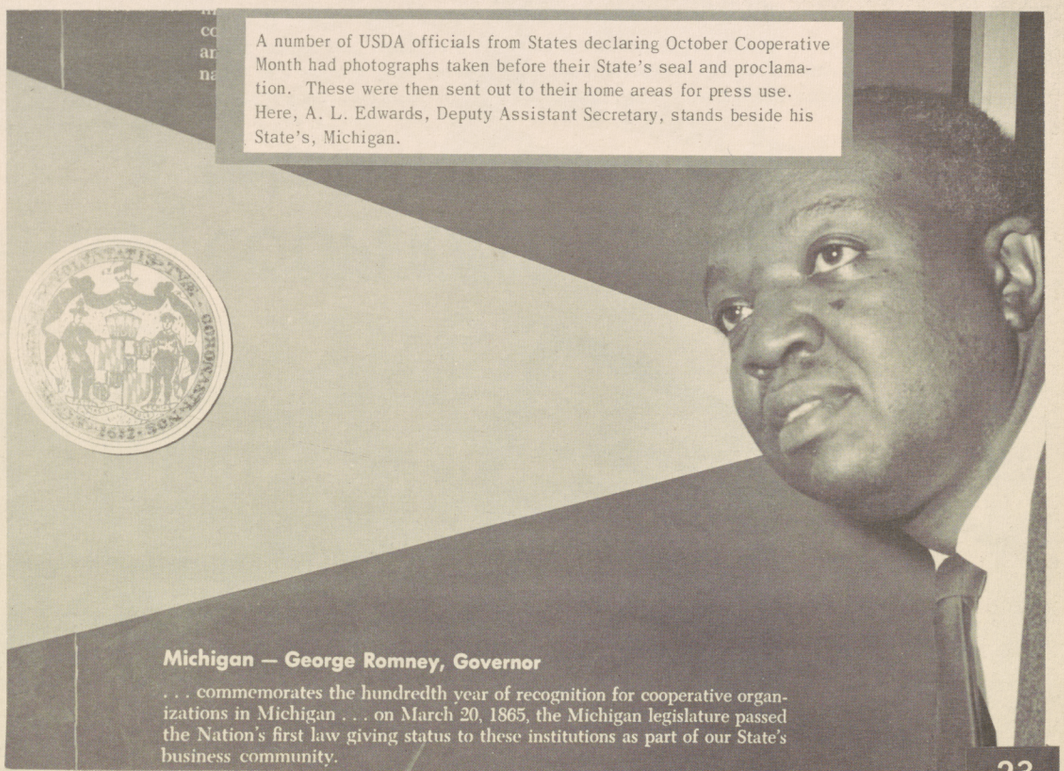
. . . agriculture in Iowa has been advanced through cooperative efforts in . . . marketing, and distributing farm products . . . in securing goods . . . improve farm life in Iowa . . . benefit not only members but . . . too.

Kansas — John Anderson, Jr., Governor

. . . cooperatives are evidence of the initiative farmers employ to sustain our pattern of independently owned farming units . . . The citizens of Kansas have, in many ways, joined together as partners in securing goods and services and to develop markets for our great agricultural output on a cooperative basis to benefit themselves, their member-partners, and the general public . . . do urge our people during this period to consider and to give recognition to the importance of their cooperatives in this State.

Another E Award recipient watched a fellow poultry cooperative manager, Mr. Byers of Norbest, receive his honors during Co-op Month. Victor Pringle, center, who is manager of the Rockingham Poultry Marketing Cooperative, Broadway, Va., received the Award earlier. Two Farmer Cooperative Service personnel who have worked with the Rockingham cooperative over they years are with him -- J. G. Knapp, Administrator, on left, and John J. Scanlan, Chief, Poultry Branch.

A number of USDA officials from States declaring October Cooperative Month had photographs taken before their State's seal and proclamation. These were then sent out to their home areas for press use. Here, A. L. Edwards, Deputy Assistant Secretary, stands beside his State's, Michigan.



Michigan — George Romney, Governor

. . . commemorates the hundredth year of recognition for cooperative organizations in Michigan . . . on March 20, 1865, the Michigan legislature passed the Nation's first law giving status to these institutions as part of our State's business community.

PRESS KIT

THE PUBLICITY

3,500 of these Press Kits distributed to
Farm organizations, radio and TV farm directors, farm magazines and newspaper editors, embassies, cooperatives, and many others.
Visitors to Exhibit and Program.
Those requesting by letter or in person.

Allan N. Bringe, Extension Dairyman
Wisconsin Cooperative Extension Service,
Madison, Wisconsin

". . "In the February 1965 issue of "News for Farmer Cooperatives", listed under New Publications there is a booklet, titled "Helping Rural People Help Themselves - Through Cooperatives." I would appreciate receiving one copy of this booklet. . ."

Oct. 5, 1964 MIDLAND COOPERATOR Superior, Wis.

MIDLAND COOPERATOR

Just waiting for us to use tools

AN IMPRESSIVE packet of mater- from across the country are repre-
ials arrived last week from the sented in the exhibit, too.
U. S. Department of Agriculture, in Secretary Orville
observance of October as Coopera- Freeman, under whose direction the
tive Month. The packet is headed Agriculture
"Cooperatives — USDA help build a Freeman and his department
better America," and it's being given USDA is offering
to people who visit the special ex- help to cooperatives
hibit on cooperatives in USDA's and
Washington headquarters from Octo- the past are preserve to people to
ber 5 to 23. doesn't grow soon dies.
deserve the praise of every cooperative member for being willing to
stick out their necks and prove that
they have faith in cooperative solu-
tions to rural problems. They also
deserve in return a conscientious
effort on the part of cooperators to
make the cooperative approach
succeed. —W. S.

The outside of the envelope points
out that USDA is joining a

It's a little embarrassing
over the program
discover the
ance that
prepared
it's
Wis. 54880

Patron
NEWSLETTER
Producers Creamery Company

OFFICIAL PROCLAMATION
OCTOBER
is
CO-OP
MONTH

All over the United States October is recognized as "Cooperative Month." It is a month dedicated to a better understanding of the part played by cooperatives in the American economic system.

Most people recognize that the cooperative is simply a business enterprise designed to help rural people help themselves. President Taft once said that "cooperatives are as American as baseball."

Certainly the foundation of the American cooperative enterprise was steeped in American tradition. Benjamin Franklin started the first Cooperative in America more than 200 years ago and it is still in business.

It is surprising the number of people that fail to understand that cooperatives operate in most respects just like any other business. Members elect a board of directors which hire a manager to carry out the physical operation of the cooperative. The manager hires the employees necessary to do this. The board of directors determine the broad policies of the cooperative business and the manager carries them out.

COOPERATIVES - USDA
Help Build a Better America

October is Cooperative Month. The U. S. Department of Agriculture is joining a number of states in a salute to farmer-owned and operated cooperatives. Twelve governors have issued proclamations citing the contributions of cooperatives and their role in the free enterprise system. Cooperatives ...

... raise farm income

... build the rural economy

... provide quality products to consumers

... develop international understanding

... strengthen democracy

USDA Patio Exhibit **October 5-23, 1964**

FARMER COOPERATIVE SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C. 20250

The ASCS - Cooperative Partnership

The Agricultural Stabilization and Conservation Service works with Cooperatives to raise farm income through price support programs. Today more than 25 cents out of every dollar disbursed for price support reaches farmers through their cooperatives

California Cotton Cooperative
Blossoms Through Teamwork

"Not enough cotton in Tulare County to wad a shotgun." So said Jim Jordan, one of the men who helped organize the Kaweah Delta Cooperative Gin,

How AMS Works With Cooperatives

Most U.S. Department of Agriculture services that facilitate and regulate

Other regulatory programs administered by AMS--such as the Packers and Stock-

COOPERATIVES HAVE VITAL ROLE IN RURAL AREAS DEVELOPMENT

The strengthening of rural cooperatives and expanding opportunities for them is one of the major objectives of the nationwide Rural Areas Development (RAD) movement, because cooperatives help rural people help

ECONOMIC RESEARCH SERVICE HELPS FARMER COOPERATIVES

Cooperatives and other businesses are served by the Economic Research Service through research reports that help answer many management questions.

HOW FAS AND FARMER COOPERATIVES WORK TOGETHER

Building foreign markets for America's farm products is the Foreign Agricultural Service's primary job. In doing this, FAS works closely with cooperatives and other private U. S. trade groups to maintain and expand exports of U. S. foods, feed, and fiber.

#637

11 PHOTOS

OCTOBER 7, 1964

USDA issued 12 press releases and FCS also sent out 3 special Memo's to the Co-op Press on the Observance. A total audience of many, many millions was reached -- through Washington, D.C., newspapers, and others in the general press sector, general farm press, cooperative press, trade press, and others.

UNITED STATES DEPARTMENT OF AGRICULTURE

CALENDAR OF EVENTS
USDA's Co-op Month
* Oct. 6, Opening Day
* Oct. 7, Keynote Speech
* Oct. 19, International Day
* Oct. 6-23, Exhibit in Patio
* Oct. 6-23, Movies
* Oct. 8, 15, 22, Tours

Koenig DJ 8-4330
Hayes DU 8-4026

Washington, October 5, 1964

USDA Cooperative Month Display Opens:

Full-scale observance of Cooperative Month by the U. S. Department of Agriculture gets underway at Washington, D. C., on Tuesday, Oct. 6 at 10 a.m. f Agriculture Orville L. Freeman officially opens a three-week educational exhibit in USDA's Administration Building Patio, 13th Street and Jefferson Drive S.W.

Graphic di... will

Co-op Leaders to Open Exhibit:

... cooperatives will be special guests of the U.S. Department

...rvance of Cooperative Month in October.

...ural residents who have memberships in about

...e business system,

...ricans to

TV AND PRESS RELEASES

Cooperative Seminar Speakers Call Credit Important Tool:

A space-age success story of how thousands of American farmers are being helped in their desire to make the most of their credit resources through membership in cooperative groups was told here (Washington, D. C.) today.

Leaders of four government agricultural agencies and Credit Union National Association pieced together this credit picture during the first of six U.S. Department of Agriculture sponsored Cooperative Seminars, held in conjunction with USDA's observance of Cooperative Month.

Seminar Chairman Martin A. Abrahamsen, Administrator, stres...

Co-ops to get special publicity from USDA

Washington—Cooperatives will get special recognition from the U.S. Department of Agriculture during October in an exhibit and other activities built around the theme of "Cooperatives-USDA Help Build a Better America." October already has been proclaimed "Cooperative Month" by the governors of 11 states.

Fifteen USDA agencies and the Farm Credit Administration will display exhibits, movies, and publications about their services which assist farmers and their cooperatives, in a show open to the public Oct. 5-23 in the patio of the USDA administration building here.

The exhibits will call attention to the mutuality of interest t... between cooperatives and t... ment of Agriculture and Fa... Administration in helping... help themselves. John A. ... sistant secretary, said, "Our ... tent will be to promote a ... derstanding of cooperatives ... contribution to the gener... of our economy."

DAIRY RECORD, Septembe...

The Washington Post Busine...

...Y, OCTOBER 1, 196...

Cooperative Month Slated by USDA

During October, which has been proclaimed Cooperative Month, the U.S. Department of Agriculture will hold a series of programs designed to show how the cooperatives help farmers and others in rural areas.

Government and rural cooperative officials will participate in the observance. Exhibits from 15 U.S.D.A. agencies and the Farm Credit Administration will be on display in the patio of the Agriculture Department building. Seminars, movies and tours of area cooperatives are also scheduled.

SPECIAL FOR SALT LAKE DESERET NEWS
WAS...10/19/64 WASHINGTON (Ass...
sents Herbert Bayer, general manag...
a Presidential E Award at the U.S. ...

culture Dorothy Jacobson ... Growers Assn. of Salt L... 10/19. UPI TELEPH...

This facsimile photograph sent out over U P wire.

Volume 18 ... September, 1964

205 Van S... Off...

South Dakota Wheat Gro... Co-op Month

...circulation 4,200

October Co-op Month, a... claimed by the Governor, ... reminder of the traditio... by farmers to improve ... nomic position through ... organization. For years, ... tives have had the solid backing of the major farm organizations.

In large measure, too, co-ops have continued to earn ... increasing support from the farm people they serve. As the Governor's proclamation states, "Farm people, through their cooperatives, are able to be more closely related and to have a voice in the marketing of their products." ... nor is also quick to ... operatives ...

the COOPERATIVE CONSUMER

Vol. 31 Kansas City, Mo., September 30, 1964 No. 18

USDA Exhibit Emphasizes 'Partnership' With Co-ops

...will get special ... the United ... t of Agricul... ber in an ex... ctivities built ... of "Co...

Assistant Secretary of Agriculture John A. Baker says ... major intent will be ... a better ...

Southern States Cooperative Farmer

VOL. 20 OCTOBER, 1964 NO. 8

circulation 100,194

USDA show in Washington ...ights Cooperative Month—October

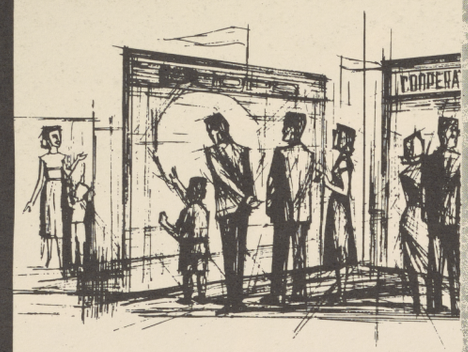
● The Agriculture Department will help celebrate Cooperative Month with a 3-week show on the patio of USDA's administration building in Washington, Oct. 5-23. The public is invited.

Colorful exhibits by 15 USDA agencies and the Farm Credit Administration, five seminars, and continuous films will carry the show's theme, "Cooperatives Help Build a Better America." Governors of 11 states, including Maryland in SSC's territory, already have proclaimed October as Cooperative Month and have urged its observance.

"Our farmer cooperatives represent one of the great fulfillments of our democratic free enterprise system," Secretary Orville Freeman said in announcing the show. Freeman will make a keynote address on Oct. 7. Joining him for the opening session, as well as participating in the series of special events, will be officials of the National Council of Farmer Cooperatives, the USDA's Cooperative Advisory Council and other co-op leaders.

Overall the message of the exhibits and special events will be directed to the public and the press, with the intent to promote better understanding of cooperatives and their contribution to the general welfare of the whole economy. Also, the relationship between cooperatives and all USDA farm and rural development programs will be emphasized.

The show will focus on farmer cooperatives' raising members' income, strengthening rural communities, producing better quality food, developing international understanding, reducing the farmer-to-consumer price spread, and strengthening democracy.



NEWS FOR FARMER COOPERATIVES

Farmer Cooperative Service . U.S. Department of Agriculture
OCTOBER 1964

THE PUBLICITY

News goes to 17,000 regularly. About 700 copies of this special issue were picked up in Patio or sent out on request. Within 6 weeks after its close, Co-op Month stimulated over 150 to ask to be put on News mailing list.

COOPERATIVES--US HELP BUILD A BETTE

Over 6,000 of these Reprints distributed. Requests continuing.

By Lyndon B. Johnson
The White Hou

COOPERATIVES in the United States have long helped build a better agriculture and a better America. These business enterprises have led to increased incomes and a better way of life for many of the Nation's agricultural producers. By working together to obtain what they themselves cooperatively, these pro- could not obtain individually, these pro- ducers have reduced their need for Gov- ernment assistance programs. Resource- ful and efficient, these cooperatives have earned their place as a contributing

Credit Sy
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Reprint 283
October 1964
From the News
Farmer Coop

COOPERATIVES - USDA HELP BUILD A BETTER AMERICA

by JOHN A. BAKER
Assistant Secretary of Agriculture

SPECIAL months and
salute a large array
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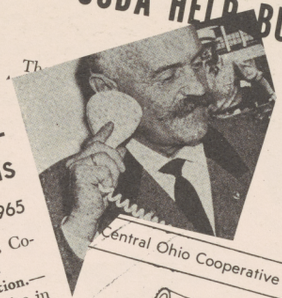
so



COCMP DIGEST

Central Ohio Cooperative Milk Producers, Inc. circulation 1,542

OCTOBER, 1964

mutual organizations that
services such

USDA-COOPERATIVE OBSERVANCE

Showcase of Common Goals

for FEBRUARY 1965

News for FARMER COOPERATIVES

by BERYLE STANTON

States were recognizing October as Co-operative Month at the same time.

A Demonstration of Cooperation.—
bservance itself was an exercise in
ation. It consisted of talks, semi-
nd other activities by 16
Credit Admini

OFFICIAL PROCLAMATION
OCTOBER is CO-OP MONTH

Many cooperative publications reprinted from special October News the articles by President Johnson, Secretary Freeman, Assistant Secretary Baker, FCS Administrator Knapp, FCA Governor Tootell, and Paul Mohn of FES.

In addition 4,000 of each article were reprinted separately by FCS and distributed.

Grain Producers News

PARTNERS IN PROGRESS

by JOSEPH G. KNAPP
Administrator
Farmer Cooperative Service

FARMER cooperatives have worked closely with the United States Department of Agriculture since the Department was established in 1862. The law which set up the USDA declared that "the general designs and duties" of the Department "shall be to acq people inform with a and word. The USDA tural repor ation

grain, cotton, dairy products, livestock, fruit and other agricultural products. By 1900 some 1,000 farmer cooperatives had come into being.

The modern phase of the USDA-cooperative partnership in striving to serve the needs of agriculture dates back to 1908 when the Country Life Commission was appointed by President Theodore Roosevelt. The Re- of this Commission maintained

Prio
tural
in an
ment.
Rural
was s
of Markets, later to be reorganized in the Bureau of Markets, studies were undertaken to find out how to best help farmers set up and operate cooperatives under their own control. A survey was begun in 1914 which assembled for the first time accurate statistical information on the and character of cooperati- ents opment among farmers. onal agricultural 1914 the Smith-L for ..." e Co- ucy."

This quotation is only one of the hundreds of comments received on the value and significance of t U. S. Department of Agriculture's firs of Octo- ber as Cooperat

ratives in the United
have long helped build a
griculture and a better

usiness enterprises have
eased incomes and a bet-
life for many of the
agricultural producers.
By working together to obtain for
in a spirit of coopera ion's
and rededication to themselves cooperatively what
to making it work they could not obtain individually,
for a brand new need for producers have reduced their
tive activities, programs. Government assistance
among thems cient, these cooperatives have
and vigorou earned their place as a contributing
segment in the Great Society.

The va I have seen first hand what
ment p power and light from rura
highli lives and bring
rural to agricul

Lyle Lamphere, Director of Public Relations
Central Livestock Association, Inc.
South St. Paul, Minnesota

. . ."Will you please send me twenty copies of each of the two bulletins: News Reprint 283 from October 1964 News for Farmer Cooperatives "Cooperatives -- USDA Help Build a Better America", and Information 46, "Helping Rural People Help Themselves -- Through Cooperatives". I should like to place a copy of each of these bulletins in the hands of our fieldmen. . ."

Lorraine Croft, Secretary to the
General Manager
Twin City Milk Producers Association
St. Paul, Minnesota

. . ."Please send us 75 copies of Reprint 283 from the October 1964 News for Farmer Cooperatives. . ."

NEWS FOR FARMER COOPERATIVES

Roy E. Lambert, Extension Marketing Specialist
Cooperative Extension Work
Little Rock, Arkansas

. . ."Please send 400 copies of Reprint 283, "Cooperatives -- USDA Help Build A Better America" - October 1964, from the News for Farmer Cooperatives.

. . ."We will use these in our educational work with cooperatives in Arkansas. . ."

W. H. Johnson, Manager
Communications Services
Consumers Cooperative Association
Kansas City, Missouri

. . ."May we please have 100 copies of your reprint 283 from the October News for Farmer Cooperatives? . . ."

ow how the inspiration
of our U.S. cooperatives is lending
impetus to building stronger
economies and preserving individ-
ually owned enterprises in de-
veloping countries. At the same
time the help this country's co-
operatives are providing abroad
with money and trained people is
strengthening bonds of friendship
and understanding for us through-
out the world.

Thus, I am indeed glad to ex-
press my interest in the sound de-
velopment of agricultural coopera-
tives, both at home and abroad,
during October, the month which
has been recognized by some dozen
Governors as Cooperative Month
in their several States.

by LYNDON B. JOHNSON
THE WHITE HOUSE

THE PLAYBACK

AGRICULTURE FEDERAL CREDIT UNION SA

USDA EXHIBIT ON COOPERATIVES ... OCTOBER 6–23

AG Reporter...10,000

Cooperativ Month

October is Co-op Month -- "Co-operatives-USDA Help Build a Better Ame... is the theme of Cooperative Month in October. Fifteen USDA agenc... Farm Credit Administration are cooperating in an exhibit in ... Department's Administration Building October 5-23. The ... of the on how farm co-ops increase members' income, stre... focus attention provide better quality farm products, develop int... rural communities, and strengthen democracy. ...ational understanding

Agricultural Notes...900

USDA EMPHASIZES COOPERATIVES DURING OCTOBER

How cooperatives help farmers and other rural people bui... America was highlighted by the Department of Agriculture d... ...ctober. ...ter rural

Cooperative leaders and government officials opene... special ceremony in USDA's Administration buil... ...bservance with a 15 USDA agencies and the Farm Credit Admini... Washington Special seminars and field tours complete... ...on had exhibits in south... ...Oklahoma... October 6...

RAD Newsletter...37,500

COOPERATIVES AND CONSUMERS.

Did you know that many of the name-brand food products you carry home from the market are produced and pa... farmer cooperatives?

Assistant Secretary ...lture George L. Mehre... seminar Octob... ...ne U. S. Department of Agricult... tion to the showcase cooperatives.

Food and Home Notes...5,500

Cooperative Month Events

For an outline of USDA's Cooperative Month Events here October 6-23, see program folder in today's mailing.** In addition to ... exhibits, addresses... and motion pictures, the program includes ... working se...

An article bas... ...staff on "Extension an... ...ing.** This article surveys the coo... also ... eratio... Extension to cooperatives from early days down... Mohn c... Extension statistics from the ... coope... assisted in ... in f... ...pla... ove...

Letter to State Extension Directors...550

USDA NEWSLETTERS AND MAGAZINES

AUDIENCE FOR USDA PUBLICATIONS....425,000

Agricultural Research...25,500

Co-ops: Outlets for research

"Cooperatives Help USDA Programs Build America" will be f... tured in a U.S. Departm... Agriculture patio exhibi... 5 through 23.

As a participan... epartmentwide exhi... ...l display some of m... products developed ... utilization resear... ...w manufactured by f... ...operatives. These in... ...superconcentrated apple ..., redi-wheat, and instan... sweetpotatoes.

Also included during the 3... exhibit will be a film festi... formation and publication... and panel discussions. ...ernment officials and leaders will be preser...

Invitations have ... various groups, ... young people, ... public.

OCTOBER IS CO-OP MONTH

October has been set ... Month, according to p... several States. The ... of Agriculture is partic... ing an exhibit show.

"Cooperatives Help ... Build America" is the ... hibit to be featured ... USDA's Administra... Washington.

This exhibit will ... sons why USDA ... cooperatives.

CO-OPS—

- Raise farm in... areas.
- Build up the ...
- Provide qual... sumers.
- Develop int... ing.
- Strengthen ...

Special event... clude a film fest... information booths, special co-op fact ... leaflets and the attendance of top Gov... ernment officials. Groups of young people, foreign visitors, and others have been invited. The general public is welcome, too.

Agricultural Situation...285,000

...Programs ...e of an ex... ...ie Patio of ...Building ... ...with farmer ...

...omies of rural ...oducts to con... ...nal understand... ...racy.

...planned and in... ...panel discussions, ...co-op fact ...ce of top Gov... ...of young ...s, and others have ...public is

As I See It

—MARTIN A. ABRAHAMSEN, Deputy Administrator, Farmer Cooperative Service.

A COOPERATIVE is a tested and ... tool that improves the economic ... of its members. For example, ... farm units are relatively small ... groups—rural and urban—to pro... a wide range of increasingly ... important services.

Dr. Abrahamsen

Benefits of a co-operative are far reaching. It is an effective training ground in economics, community leadership, and democracy for the members. It also helps to build ... markets, often ... erts a salutary ... on business practices, and em...

USDA Employees News Bulletin...19,000

...ts ...ld-... other spe...

CO-OP MONTH PROGRAM

DAVID E. BELL, Admin... State Department's Agency ... International Development ... the keynote speaker Oct... International Day—In ... servance of Cooperat... October 6-23. He will ... on "How Cooperat... Jefferson Auditorium ... velop International ... ing." Mrs. Doro... USDA's Assista... International A... man of this ... Another fe... Day will be ... President's ... Turkey Gr... Lake City ... complish... riculture ... farms ...

...ural attachés and others ...ign embassies, represent... AID, Peace Corps, USIA ...ers along with trainees in ...country from abroad have ... invited to attend the meeting ... join in the observance of Inter... national Day.

The Editors Letter...500

...Johnson has stressed the role of cooperatives ...ping build ...griculture and better America in a stat... ...a special Co... Month section of USDA's News for ... ...operatives.

"These business enterprises have ... increased incomes and a better way of life for many of the Natio... agricultural producers," the President stated. Resourceful and efficient, these cooperatives have earned their place as contributing to the Great Society.

...operatives as Grange League Federation (GLF), Mis... sissippi Federated, Pacific Supply, Land-O-Lakes, to men... few, can find their origin in the interest of ... agent in strengthening the farmer's income. During the past five decades, Extension educational programs relating to problems ... broadened for ...

...Cites Cooperatives' Role

...ward e... ...Fittin...

...of the patio exhibit is *Coopera-tives-USDA Help Build A Better America.* Exhibits and programs will relate to these main points.

a. Cooperatives assist in raising farm ...

b. Cooperatives help ... areas.

Extension Service Review...18,500

...month and has been so designated by ...of States. It is being recognized by the USDA with an exhibit in the Department's patio ... (October 5-23) of other ...

T-RFD Letter to TV and Radio Farm Directors ...900

THE T-RFD Letter TO TELEVISION AND RADIO FARM DIRECTORS

...OBER FOR COOPERATIVES...Farmer cooperative... ...pecial recognition from ...SDA during October in an exhibit ... ...of our admin. bldg., and other activities built around the ... ...Cooperatives-USDA Help Build a Better America." Governo... ...ves have already proclaimed October as Cooperative Month. A... ...John A. Baker says "O... ...be...

NO B... LIKE SHOW BIZ...A disciple of "the show must go on" school of public service, Asst. Secy. John Baker proved his mettle recently when his car caught fire en route to do a TV show here. After considerable bare-handed fire fighting, walking through a park in the rain to phone his wife for a lift to the station, other calls to auto services, etc., a half-hour delay at the studio due to camera breakdown, John calmly did his piece and went home to dress his burns and eat dinner three hours late.

And the program Mr. Baker went through all this for was on Co-op Month. He really did "Spark the Idea" it seems.

Cooperatives received special recognition in USDA last month. A three-week observance of Cooperative Month included six seminars and exhibits by 16 USDA agencies. Here John Ba... ...ADS ...tor ...s the ...hibit ...ncre... ...bson ...e.

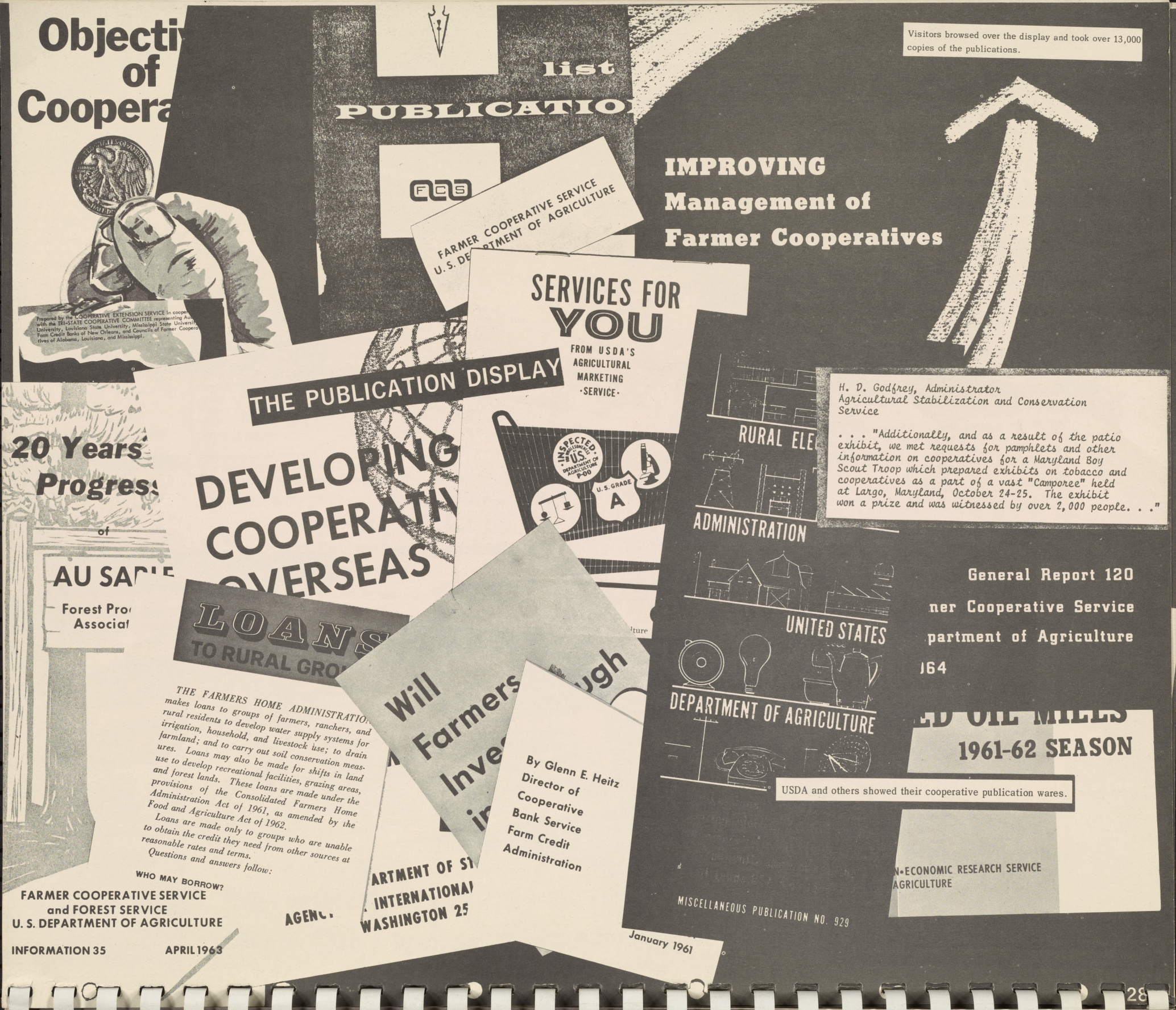
Farm Paper Letter...875

CO-OP MONTH PROCLAIMED -- Co-op month has been proclaimed by Governors of 11 States -- Minnesota, Colorado, Nebraska, South Dakota, Michigan, North Dekota, ... Iowa, Maryland, Kansas and Wisconsin. It will be observed in USDA ... exhibits in the Department Patio, seminars and film showings. ... Farm Credit Administration will help focus attention on ... members' income, strengthen rural communities, ... develop international understanding, and str... ...quality farm products, opening Oct. 5; special activities are sched... ...for Oct. 7 (How Co-ops Build a Better America), and Oct. 19 (How Co-ops Develop International Understanding). ...ocracy. In addition to the

INTERNATIONAL AGRICULTURAL DEVELOPMENT

A Monthly Newsletter To Cooperators in Agricultural Technical Assistance Programs Around the World

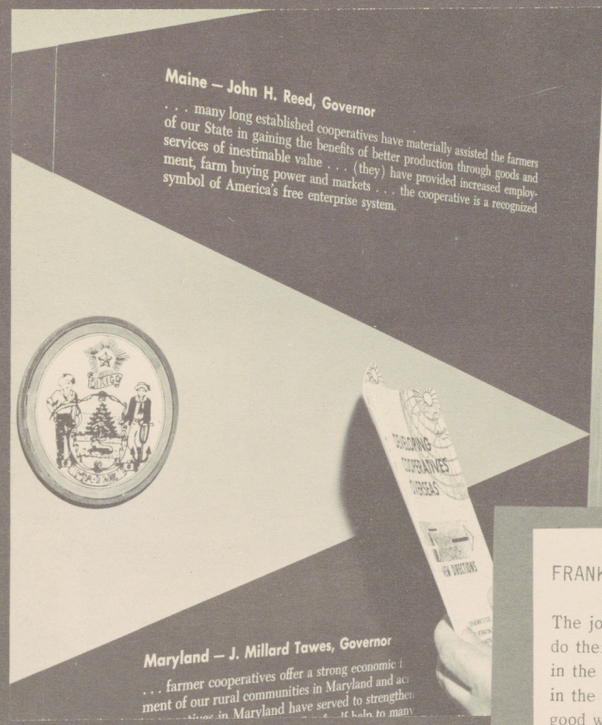
Visitors browsed over the display and took over 13,000 copies of the publications.

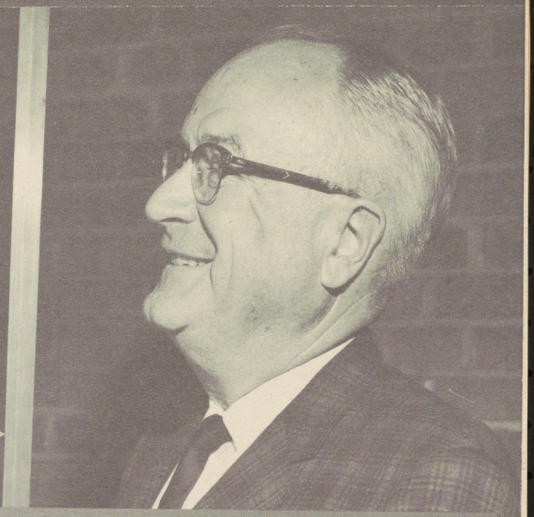


USDA and others showed their cooperative publication wares.

THE CLOSING

"A real exercise in cooperation," said Assistant Secretary Baker at closing day ceremonies, as he thanked the several score USDA employees who had worked on the Observance.





FRANK HUSSEY, Assistant to the Secretary

The job now is to see that cooperatives over the country do their part in acquainting farmers with the efforts here in the USDA to strengthen and where necessary, assist in the creation of farmer cooperatives. The tremendous good will and momentum created can be largely lost if there is not an adequate follow up by cooperatives and public agencies involved. There are many ways of doing this through press, radio and TV, but it won't happen automatically.

Posing with Award are: J. K. Stern, Mr. Knapp, and Assistant Secretary Baker.

The "workers" later adjourned to a punch and cookie reception FCS gave to welcome Administrator Knapp home from a study of English cooperatives and to give recognition to his receiving the American Institute of Cooperation Award for outstanding service to cooperatives. J. K. Stern had presented this to him at the closing ceremonies.

Results and Follow-Through-In Summary

Address by The Honorable David E. Bell, Administrator
Agency for International Development, Department of State
at the International Day program
"Cooperatives - USDA Help Build a Better America"
United States Department of Agriculture, October

I am extremely pleased to be able to participate in this event honoring

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Address Prepared for Delivery by Secretary of Agriculture, Orville L. Freeman, in Connection with U.S. Exhibit on Cooperatives in the Jefferson Auditorium of the Department of Agriculture at 2:30 p.m., EDT, Wednesday, October 7, 1964.

THE GREAT SOCIETY'S CHALLENGE TO COOPERATIVES

It is a great pleasure to meet with so many mutual friends of

the cooperative movemer

of 12 States are honor

To me our far

ments of our democratic

part of the business cc

general prosperity. Bu

Address by Assistant Secretary of Agriculture George L. Mehren at the Seminar on "What Cooperatives Contribute to the Consumer," Friday, October 16, 1964, 3:30 p.m., 6962 South Agriculture Buildin Washington, D. C.

WHAT COOPERATIVES CONTRIBUTE TO THE CONSUMER

The days of agricultural abundance have been with us so long that we take them for granted. The prices we pay for this abundance, in spite of what we may say after a trip to the store,

Assistant Secretary Baker Calls Cooperative Month Observance a Success

culture Joh

Mr. Baker went on to detail highlights of the USDA cooperative celebration:

*** 7,000 cooperative and public leaders, and government officials and employees visited the 24 exhibits in USDA

Administration Building Oct. 6-23.

In one seminar

*** 2,000 key people attended the

for example, representatives of 32 g

cooperative associations were regi

*** 2,000 visitors saw the

by USDA and the Farm Credit A

*** 500 saw the movie

Picture Service.

*** Representative

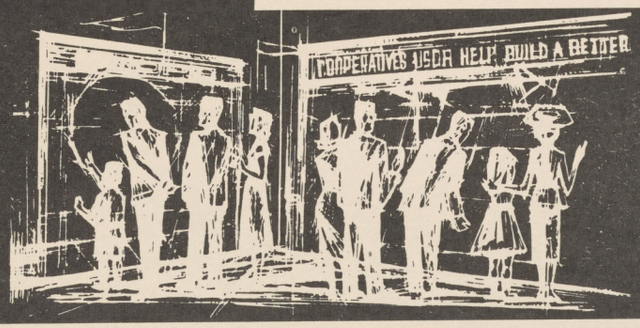
took part in other even

HERE'S WHO USED 500 IN ABOUT A MONTH--
- State Council Secretaries
- Farm Credit District Information Offices
- Cooperative Information Staffs
- State Offices of Extension
- Federal Crop Insurance Corporation
- Agency Heads in USDA
- Directors of State Experiment Stations
- Vo-ag Teachers
- AID Missions abroad

Jerry Voorhis, President
The Cooperative League of the USA
Chicago, Illinois

. . ."We would be delighted to have as many of the kits of the materials used in USDA's Observance of Cooperatives as you can spare to us. One use we would make of these would be to use them to send out to young people who are writing essays or engaging in debates. And still another use we would make would be to send them to people who are just beginning to find out about cooperatives in answer to their questions. . ."

THE FACT FOLDER



Fact Folder on
RURAL
COOPERATIVES
AND USDA

FACT FOLDER PROVES GOOD FOLLOW-THROUGH

HERE'S WHY WE PREPARED IT--

W. Judd Wyatt, Director of Advertising
MFA Insurance Companies, Columbia, Missouri

. . ."That cooperative month bundle of material is a master piece. Congratulations!

. . ."Would it be possible to have another copy? The bossman will need one for his file to use when he is called on to make a speech at farmer cooperative meetings. . ."

HERE'S WHAT WENT INTO IT--
- Material from Original Press Kit
- Available Press Releases and Speeches from Observance
- Letter from Joseph G. Knapp, Administrator, Farmer Cooperative Service

Background Kit Compiled for USDA Cooperative Month Observance, October 1964

FARMER COOPERATIVE SERVICE • U.S. DEPARTMENT OF AGRICULTURE

RESULTS AND FOLLOW-THROUGH--IN SUMMARY

A. STIMULUS TO REGULAR WORK

- Handled scores of requests (personal and letter) for information and help with cooperatives -- a number from foreign visitors and low income areas of the United States.

Stark and Davey, Attorneys
Gainesville, Texas

. . ."Kindly forward to me and to Mr. Gene Levell, whose address is noted below, the Department's special publication on cooperatives and programs of USDA agencies and the Farm Credit Administration that have been prepared and distributed in your cooperative recognition activities this month at the USDA.

. . ."Mr. Levell is the temporary chairman of a group of farmers presently forming a farmer cooperative for the sale and distribution of petroleum fuels in the North Central Texas area of Cooke, Grayson, Montague and Denton counties.

. . ."My capacity is that of counsel for the temporary association.

. . ."We would appreciate being put on your mailing list also for any other pertinent data to our proposed cooperative. . ."

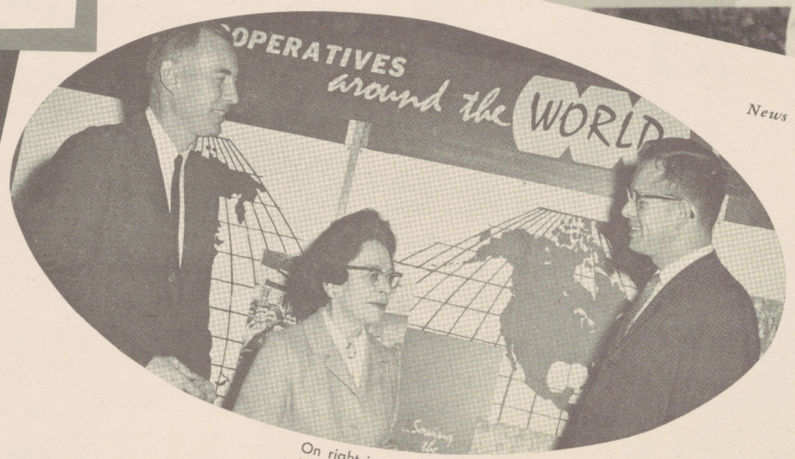
Robert Holley, Farmers Home Administration
USDA

. . ."Farmers Home Administration has already received letters bringing forth queries for service as the result of the very timely and well prepared press kit. . ."

- Responded to numerous requests for publications, kits of background material, and special publications -- with requests still coming in during February of 1965.

Nellis A. Briscoe, Associate Professor
Oklahoma State University, Stillwater, Oklahoma

. . ."I was glad to receive copies of Reprint 283 and Information 46. I certainly could make good use of these publications in my Cooperative course. My colleague, Professor Collins, who works closely with the Farm Credit Banks and teaches courses in Agricultural Finance and Agricultural Policy, also considers these publications excellent teaching material. . .Together, we have about one hundred seventy-five students in the three classes. Would it be possible for us to get this many copies of each of these publications? If it is, we surely would like to have them. . ."



DECEMBER 1964
News for FARMER COOPERATIVES

On right is Stanley E. Dreyer, Assistant Executive Director, Cooperative League of USA, talking with Mrs. Dorothy Jacobson, Assistant Secretary of Agri- national Affairs, and David E. Bell, Administrator, Agency f- Taken at the USDA Patio Exhibit on Cooperati- just before Mr. Bell gave a talk i- national understandi- on the same subject Month Observance cooperatives and G-

Word Cooperative— A World Rallying

Cooperatives Proving a Source of Economic S-

by STANLEY E. DREYER
Assistant Executive Director
Cooperative League of the USA
Chicago, Illinois

THE worldwide story of helping people through cooperatives has been unfolding over a number of y-

Presently, some cooperati- veloping trade relations wit- tives in other lands.

And more and more cooperative mem- bers are becoming alert to opportunities and possibilities of bringing greater hope for world peace by helping others to help themselves through cooperatives.

This is the first i- articles on contri- tives and this D-

- Added about 150 new names to mailing list of News for Farmer Cooperatives within 2 months -- requests that could be traced directly to USDA's Cooperative Observance.
- Display of publications and materials at many meetings since.
- Sent background material for feature article on United States cooperatives at request of Bavarian group after they returned home. Wanted it for articles in German newspapers.
- USIA sent out special story for USIA Posts in 33 African countries -- stemming in part from interview with African visitor during Co-op Month.

B. ADDITIONAL INFORMATIONAL MATERIALS

- Proceedings of talks being prepared in response to requests.
- Sets of color slides made. Already used before National Advisory Committees and by a State Council Secretary to show before a cooperative group.
- Picture publication of each exhibit, with brief text on story line of exhibit and agency program.
- Photographs used in a number of articles in News for Farmer Cooperatives not pertaining particularly to Month.
- Fact Folder -- Compilation into a kit of informational materials, press releases, and additional material from the Observance. 500 have been distributed on request and stock now exhausted.

C. EXAMPLES OF FURTHER EXHIBIT USE

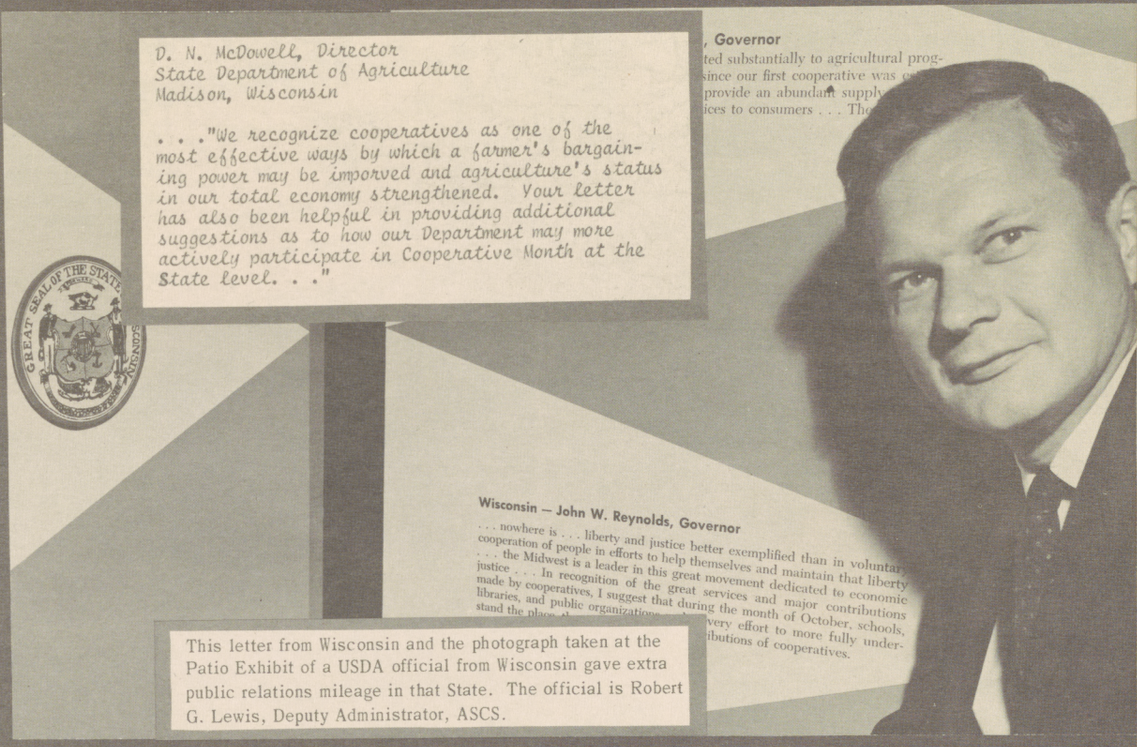
- FCS and FAS exhibits displayed at National Conference of Cotton and Soybean Oilseed Cooperatives in Washington, D.C., in early March.
- REA's exhibit displayed at national meeting of National Rural Electric Cooperative Association in Miami Beach in January and at annual meeting of the National Telephone Cooperative Association at Dallas in February.
- FHA is using its exhibit at farm meetings throughout country.
- Plan to use a number of them at the American Institute of Cooperation in Columbia, Mo., in August 1965.
- Forest Service has requested one on Opportunities for Forestry Cooperatives to use in a series of forestry meetings.
- USIA has been exploring possibilities with us of using some of the exhibits overseas after the U.S. use.

D. BYPRODUCTS

- Use of information distributed in other activities such as November's Farm-City week, speeches, annual cooperative meetings.
- As suggested at International seminar, regular monthly luncheon for representatives of Washington area organizations with overseas cooperative development programs.
- Use of material by States in their Co-op Month activities.

D. N. McDowell, Director
State Department of Agriculture
Madison, Wisconsin

. . ."We recognize cooperatives as one of the most effective ways by which a farmer's bargaining power may be imporved and agriculture's status in our total economy strengthened. Your letter has also been helpful in providing additional suggestions as to how our Department may more actively participate in Cooperative Month at the State level. . ."



Wisconsin — John W. Reynolds, Governor

. . . nowhere is . . . liberty and justice better exemplified than in voluntary cooperation of people in efforts to help themselves and maintain that liberty . . . the Midwest is a leader in this great movement dedicated to economic justice . . . In recognition of the great services and major contributions made by cooperatives, I suggest that during the month of October, schools, libraries, and public organizations . . . every effort to more fully understand the place . . . tributions of cooperatives.

This letter from Wisconsin and the photograph taken at the Patio Exhibit of a USDA official from Wisconsin gave extra public relations mileage in that State. The official is Robert G. Lewis, Deputy Administrator, ASCS.

Results And Follow-Through - In Summary

Owen K. Hallberg, General Manager
Dairy Maid Products, Eau Claire, Wisconsin

. . ."I am suggesting to all of our members that they keep the wagon rolling, go on and use a lot of the material that has come out of Washington in November Farm-City Week activities so that the success story of agriculture and cooperatives can be well-publicized to all. Congratulations again on a job well done. . ."

J. K. Stern, President
American Institute of Cooperation
Washington, D. C.

. . ."Congratulations on a really superb job of reporting the A.I.C. annual meeting in your November issue. While I admit to a prejudice, even to the typical reader this provides an accurate report of what the top cooperative and farm organization leaders in the United States think about cooperatives and the USDA.

. . ."Having just completed the celebration of Cooperative Month, you folks in the USDA not only are to be commended but you can take great pride in the fact that these outstanding leaders across the nation consider you a partner in this self-help effort. . ."

ent from President Johnson

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COOPERATIVE NEWS! SERVICE

CO-OP SET F

News FOR DAIRY CO-OPS

Circulation 3,450

NATIONAL MILK PRODUCERS FEDERATION

30 F STREET, N.W. • WASHINGTON, D. C. 20001

South Dakota Association of Cooperatives Newsletter

OCTOBER, 1964

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Sept. 25
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No. 279

PUBLISHED BY

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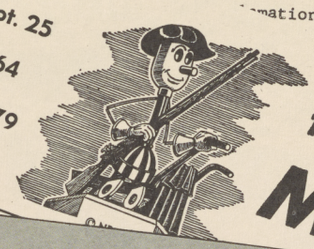

THE RURAL ELECTRIC

MINUTE

Circulation 26,000

ELECTRIC COOPERATIVE ASSOCIATION

ring variou

USDA Salutes Co-ops, Plans 'Cooperative Month' Events

Rural electric cooperatives will get special recognition from the U.S. Dept. of Agriculture in October during "Cooperative Month," already proclaimed by the governors of 12 states.

Activities and exhibits planned in Washington will be based on the theme, "Co-operatives—USDA Help Build a Better America."

REA, 15 other USDA agencies and the Farm Credit Administration will provide cooperative program exhibits, films and seminars Oct. 5 to 23 in the patio of the USDA Administration Building in Washington.

The four-panel REA exhibit will feature "The Job Nobody Else Wanted" in telling the story of the REA-financed electric and

NEBRASKA CO-OP COUNCIL

Cooperation in Nebraska

OFFICIAL PUBLICATION OF THE NEBRASKA COOPERATIVE COUNCIL

Volume 3, No. 9 — Lincoln, Nebraska — September, 1964

KENTUCKY COOPERATIVE CO

MEMBER KENTUCKY COOPERATIVE COUNCIL

REPOR

Editorial Offices: 4515 Bishop Lane,
Edited by Avery Jenkins, Committeeman,

Washington Situation

NATIONA IL OF FARMER COOPERATIVES

SHINGTON, D. C. 20006

VOLUME 6, NUMBER 2 — PUBLISHED QUARTERLY

Pres. Johnson Issues Sta

Cooperatives in the United States have long helped build a better agriculture and a better America.

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Among those attendi
Michigan State Univers
left, James Price, Pre
Kentucky Cooperative C
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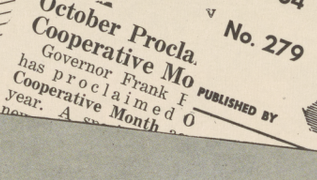
Youth Education Comm
Evans, State FFA Pres
Royce Gettings, Monroe Co
ltural Teacher



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news

TO COOPERATIVE AND RURAL PRESS AND AGRICULTURAL NEWS MEDIA

CREDIT UNION POTENTIAL IN RURAL AREAS HIGH

SHINGTON, D.C. -- Credi

ing Octo

FOR IMMEDIATE RELEASE

The Credit Union magazine

OFFICIAL PUBLICATION OF CUNA INTERNATIONAL, INC.
(Formerly Credit Union National Association)

Circulation 60,000

NOVEMBER 1964

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farmers to help themselves
better understanding of cooperatives
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NRECA Rural Electric News
the National Rural Electric
Ave., N.W., Washington,
of Rural Electric Statewic
Directors, and to editor
news services.

CREDIT UNIONS WERE REPRESENTED at the U.S. Department of Agriculture's observance of Cooperative Month in Washington, in October. Shown in front of a display on rural credit unions are, left to right, John A. Baker, assistant secretary of agriculture; John Rippey, Washington office, CUNA International, Inc.; Orville L. Freeman, secretary of agriculture; J. Orrin Shipe, CUNA International managing director; and Dwight Townsend, Washington office director of the Co-operative League of the

RENS

RURAL ELECTRIC NEWS SERVICE

News service for newspapers with com-
bined circulation of 2,700,000

communities acre

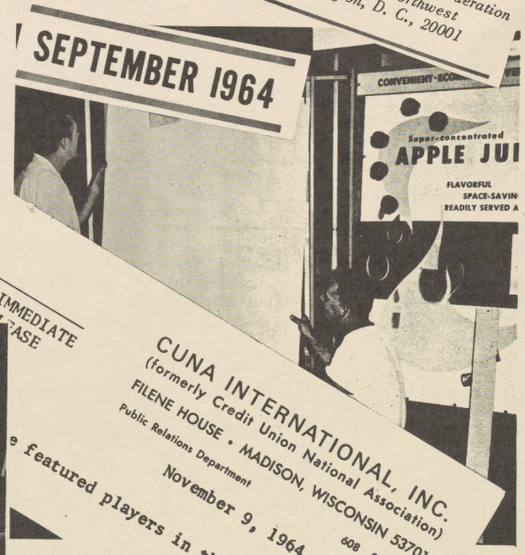
And I know how the

PHOTO NEWS:

Co-op N Co

The Dairy Director
National Milk Pictorial
Circulation 2,500
published by the
National Milk Producers Federation
30 F Street, Northwest
Washington, D. C., 20001

SEPTEMBER 1964



CUNA INTERNATIONAL, INC.
(formerly Credit Union National Association)
FILENE HOUSE • MADISON, WISCONSIN 53701
Public Relations Department
608 244-4721

November 9, 1964

e featured players in the spot-

ROCKETING
owed to use of
partment of Agricultu
ing the co-op's story, to
tive Month" patio fair in Wa
cooperative growth will be trace
Life Commission through USDA's 19
tives. More than a dozen exhibits inclu
economic research services, soil conserva
electrification, and foreign agricultural services. In all, it looks
like a big month for cooperatives, and a good time to r
co-op friends what they are missing.

partially
U.S. De-
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of the Country
ent on coopera-
agricultural and
farm credit, rural

USDA Recognizes Cooperatives

Cooperatives will get special recognition from the United States Department of Agriculture during October in an exhibit and other activities built around the theme of "Cooperatives Help Build a Better ... October ... been ... Month ... 11 States.

Fifteen USDA ... the Farm Credit ... tion will display ... movies, and publi... their services ... farmers and their ... in a show opening ... October 5-23 in the ... Department's ... tion Building in W... D. C.

In announcing the ... observance, Secretary of ... riculture Freeman emphasized ... the great contributions of ... rural cooperatives as a sound ... mechanism to improve the ... economic position of their ... members.

"Nearly 40 years ago, Freeman said, "the Congress, in passing the Cooperative Marketing Act of 1926, directed USDA to promote the knowledge of cooperative principles and practices. This laid the groundwork for activities and programs the Department carries on to this day."

John A. Baker, Assistant Secretary of Agriculture for Rural Development and Conservation, explained that the major intent of the USDA observance is to promote better understanding of the contribution of cooperatives to our economy.

"The displays will show the relationship between USDA and cooperatives in helping ... building ... rural ... ing ... ing ... ing ... rac...

S. Dak. Has October CO-OP MONTH

Cooperatives in South Dakota launched "October Co-op Month" activities October 1, as the observance was officially proclaimed by Governor Archie Gubbrud.

The Governor's proc... points out that ... through their ... able to ... market... Jo...

Washington ... National and ... International Circulation

Gub... eratives ... tire Stat... buying po... ers with se... ly available ... ally increas... within the Sta... the tax base ... our local comm...

Activities and ... in conjunction w... servance are being ... by the South Dakot... tion of Cooperatives. ... Ernst, Executive Secr... the organization, sai... "Co-op Month is really a salut... to the thousands of people who ... own South Dakota's local co-operatives."

Sponsored by

South Dakota Farmers ...

SOUTH DAKOTA UNION FARMER, OCT. 12, 1964

...ne Midwest Gover...nors ... ...ned proclamations ...hic... ...e cooperatives ... ...ur free ent... Coop... ...migh... ...the...

Co-Operative ... Importa... ... on P...

The Register - circulation 33,519

Edward W. O'Rourke, Executive Director
National Catholic Rural Life Conference
Des Moines, Iowa

"I am making ninety-five copies of this photo, and sending it, together with a news release on the above mentioned meeting, to editors of ninety-five Catholic weeklies. We expect over sixty of them to carry this story. . ."

MICHIGAN
George Romney

...letter

Press Bldg.
D.C. 20004

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...000 co-ops with membership ... ...t week as guests of ... ...ting Cooperative ... ...m co-ops. ... ...ericant ... ...ning, ...

Washington Post
October 7, 1964

Northern Virginia Sun
October, 12, 1964
Circulation 17,476

Today's Events

What's Going On In Washington

LECTURES

"How Cooperatives Help Build a Better America": Secretary of Agriculture Orville L. Freeman, 2:30 p.m., Jefferson Auditorium, South Building, Agriculture Department, Independence ave. between 12th and 14th sw.

FILMS

Department of Agriculture: In celebration of Cooperative Month, "Northern Land," "A Penny Saved" and "Strawberries with Cream," noon, Rm. 1604, Agriculture South Bldg.

Interior Department Museum: "Alaska Railroad," the story of the only railroad operated by the government, 12:15 p.m., C st. between 18th and 19th sts. nw.

Hoards Dairymen
October 25, 1964

Washington Dairygrams

Circulation 335,860

...PROGRAM ... ...PUBLIC ... ...TRIBUTION OF COOPERATIV... ...CRITICISM HEARD FROM AN... ...LAW DIRECTS USDA TO DO THI...

Tomorrow... in Washington

Tours

Co-op Tour. A visit to consumer, health, housing and insurance co-operatives in the Metropolitan Area. D.C. Transit bus leaves from the north side of the Department of Agriculture administration building, Independence ave. bet...

BOSS AND WINN

Landis, center, of ... ton, is serving as ... the Agriculture De...

THE PLAYBACK

PRESIDENT JOHNSON INTERES... IN SOUND COOP DEVELOPMEN...

President Lyndon B. Johnson has made many statements dealing with cooperatives, the latest being excerpted below from the October 1964 issue of News for Farmer Cooperatives.

"Cooperatives in the United St... have long helped build a be... agriculture and a better America. ... enterprises have ... bet...

GENERAL PRESS

National Farmers Uni...
Washington Newslet... of
October 2, 1964
30,000
press run

Washington Evening Star
October 7, 1964

...ture Secretary Free... man inaugurates Co-operative Month in ceremonies at the department.

Freeman's keynote address at 10 a.m. in the patio of the Agriculture ... building will open an 18-day display by 16 USDA agencies including the Farm Credit Administration.

Leaders of rural co-operatives representing about 22 million residents will be present for the ceremonies. Posters and panels will explain how agency programs help co-operatives build stronger co-operatives and improve the rural economy.

Films on co-operatives will be shown each weekday from noon to 1 p.m. in Room 1605, South Building.

Tomorrow's film program includes "Miracle on the Vine," about grape juice, and "The Flambeau Story," concerning dams on the Flambeau River in northern Wisconsin.

The exhibits in the patio will be open from 9 a.m. to ... p.m. tomorrow and from 9 a.m. to 5:30 p.m. on all other weekdays.

Co-ops Challenged to Measure Up to New 'Great Society'

OFFIC... PROCLAI... OCTO... i... CO... MC...

Co-op leaders and United ... States Department of Agricul... ture officials opened an 18-day observance of Co-op Month in Washington, D. C., on Octobe... 6 at a formal ceremony. ... Secretary of A... ville Freem... leade...

"I have s... as a contributi... "I have ... tives can do ... cultural orga... leade...

...rural coopera... ...iency to agri... ...ives and mutual ... ...insurance and irrigat... ...work ... buy and sell more eff... ...Credit Syst...

Farmers Union Herald—Oct... Circulation 232,885

THE WASHINGTON PO... ...964

OFFICIAL PROCLAMATION
OCTOBER is CO-OP MONTH

So the Women Can Keep Up With Their M...

Swedish Women Sh... ...ow-How ... World's Housewives

By Sue Cronk

NEARLY 400 women from 26 developing countries have been trained as community leaders, thanks to the women of Sweden.

Highly organized themselves, down to accident insurance for housewives, the Swedes branched out three years ago to spread their feminine know-how among African, Asian and Latin American women.

"The men in those countries are getting educated and it would be dangerous not to educate the women, too," Etti Widhe said.

Mrs. Widhe, international secretary of the Swedish Co-operative Women's Guild, said her group collaborated with the Swedish Social Democratic Women's Organization and the Women's Council of the Swedish Confederation of Trade Unions to establish Haifainstitutet.

HAIFA, ISRAEL, was chosen for the international training center, she said, because it was ... many newco... its cli... w... Sw... A... per ... they have ... give... women courses in housekeeping nutrition, ga... ning, hygiene, child care and, by no ... least, in ...

The Washington Post - circulation 422,000

...en who ... completing a three-week tour of the United States

The aim of their 27,100-member Guild, she said, is to "compete efficiently ...rivate concerns ...ores."

...ize classes on ...ing from meat ... dressing fash... ...ably to setting up a new home. They test products and sponsor a Housewives Council and physical fitness training for housewives.

IN COOPERATION with other women's organizations, they formed a foundation to assist handicapped housewives, sponsoring a bus which toured Sweden to demonstrate household equipment for the crippled and blind.

In the United States on a vacation visit, the Guild members could not resist investigating American coops. They attended the opening of the Agriculture Department's patio exhibit on cooperatives, and the on cooperatives, and toured a Greenbelt Consumer Services supermarket.

Among the visitors was Sigrid Holmstrom, who manages four cooperative restaurants in northern Sweden.

Mrs. Holmstrom, who has spent much of her U.S. tour peeking into hotel kitchens, says she can serve an "elegant" three-course dinner "with many more dishes than an American dinner" for $5.

Another visitor was Gerda Nilsson, head of Sweden's only coop college, outside Stockholm.

Organized in 1925, the college offers training for sales clerks, waitresses, office girls and shop managers, with summer courses in consumer education for members of the Guild.

COOPERATIVES' PUBLICATIONS

DAIRYMEN'S LEAGUE NEWS
The Farmer Owned Paper
FOUNDED 1917
Editor BRUCE V. SNOW
Editor CAROL ERICKSON
Circulation 43,013 BARBARA FISCHER
Home Edition
Business Manager IVAN J. WATSON
Copyright 1964 Dairymen's League Cooperative Association Incorporated
Vol. 48 November 4, 19

Swedish Cite Co-op Exhibit

A GROUP of 40 women from the Women's Cooperative Guild of Sweden took part in opening day ceremonies recently for the United States Department of Agriculture's Exhibit on Cooperatives. The women, on a three-week tour of the United States, were combining ... in a number of states for the past several years. This year marked ... added recognition from the ...

Cooperative League of the USA
59 E. Van Buren St.
Chicago, Illinois 60605

SUNSWEET STANDARD
NORTH TEXAS
October 1964 • VOLUME 48

The SUNSWEET STANDARD is published ... interest of its members by Sunsweet Growers Inc San Jose, California, 95106.

Copyright 1964 by Sunsweet Growers Inc. Se... paid at San Jose, California.

USDA is honoring farm cooperatives in October

■ This month American farmer co-operatives are ... special recognition from the ... Department of Agricu... show that ... of the ... bu...

Assistant Secretary of Agriculture, John A. Baker, says, "Our major intent is to promote a better understanding of cooperatives and their contribution to the general welfare of our whole economy. We ... out the dynamic ...

The show opened Oc... only t... will continue through ... On October 7, Secretary of Agriculture, Orville L. F... delivered a keynote ... "Cooperatives Build ...

USDA Honors Co-...

Cooperatives got special recogni... from the ... Department ... from cooperative associations and leaders ... October ... activities ... the ... ave ... he ...

THE UTAH COOPERATOR, November-December, 1964

... it's ... a Bet... activities ... s pro... by the ... the ... dis... ich ... ra... lic... ...

... USDA and by co... A special publication on cooperatives themselves. ... operatives and the Farm Credit Administration that affect ... and distributed at the ... Joseph G. Knapp, Administrator of Farmer Cooperative Service, was ... Chairman of the USDA-cooperative ... Office of Rural Areas Development. ... C. B. Gilliland, Deputy Director, was its Executive Secretary. ... Savage, Farmer Cooperative Service, was Acting Secretary, and ... Stanton, Editor, News for Farmer Cooperatives, was Special Representative to the Chairman.

DAIRYMAN
VOLUME 8
NUMBER 11
ISSUED MONTHLY IN THE INTEREST OF THE DAIRY FARMER
NOVEMBER, 1964

USDA declares co-op month

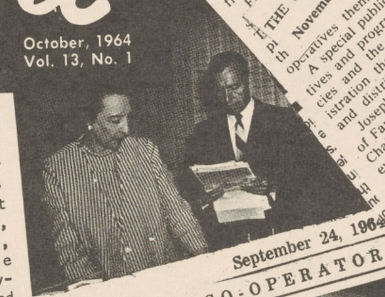
Cooperative Month was launched ...

... are shown contin... Theater and in the Dep... ...ation room. These inclu... ...by USDA and by ... ...selves.

STATEX MIRROR
Circulation 1,924
Official Publication of The Farmers Union State Exchange
NOVEMBER, 1964

Secretary of Agriculture, Orville L. Freeman, looks at Governors' Proclamations that designate October as Co-op Month.

Report
October, 1964
Vol. 13, No. 1



building, U.S. Department of Agriculture ... shington, D.C., Oct. 5-23, will see exhibits of how USDA agencies and cooperatives build a better America. Planning exhibits here, from right to left, are Assistant Secretary John Bakke; Deputy director; Job K. ... er; C.R... ...e Service management ... ...tor, ...tle ... ...ed

Southern States Cooperative Farmer
VOL. 20
NOVEMBER, 1964

Cooperation — U.S.A.

Knot-tying ceremony opens USDA's observance of Cooperative Month

William T. Steele Jr., Sou... Secretary of Agriculture ... weig, president of Gre... tie the knot of co... or the USDA

... read recognition of ...erative Month.
...orkings of our farmer ...epresent one of the ... of our democratic ...dual ...

USDA Plans Exhibit to Mark Co-op Month

WASHINGTON — The Agriculture Department will celebrate Co-op Month with a 3-week show on the patio of USDA's administration building October 5-23.

Colorful exhibits, five seminars, and continuous films will carry the show's theme, "Cooperatives Help Build a Better America." Governors of 10 states have proclaimed October as Co-op Month and urged its observance. "Our farmer cooperatives represent one of the great fulfillments of our democratic free enterprise system," Secretary Orville Freeman said in announcing the show. "They recognize ... They reward ind...

The ...

Tying the Knot of Cooperation are, l... Agriculture; Charles S. Murphy, Und... Douglas Dillon; Secretary of Agricult... Rural Electric Cooperative ... ...ressman Graham ... of Far...

INTER-STATE MILK PRODUCERS REVIEW
Published Monthly by and Offici... of Inter-State Milk Producers ... ...erative.
Circulation ... Publication

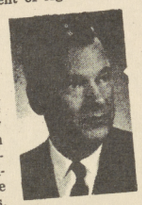
THE MANITOBA CO-OPERATOR
September 24, 1964

USDA Will Celebrate ... Month

MIDLAND COOPERATOR
VOL. 32, NO. 42
OCTOBER 19, 1964
Published weekly in Superior, Wisconsi...
Circulation 114,810

Co-ops keep ... dollars in the community

We wish to commend the Secretary of Agiculture and the United States Department of Agriculture for observing October as Cooperative Month. We believe that cooperatives have been a very vital force in the development of agriculture in the United States. We know from first-hand experience the dynamic impact they have ha... culture and ... I belie... overall ... has ... a...



Slettom

COOPERATIVES FETED BY USDA

A series of special events by the ... drew natio... attention to the ... of far... ...ecognition ... ...fr... has ... Throu... operation, ... able to st... power in the ... would otherwis... sible. Farmers ... possible to tap th...

CALCOT NEWS
October-November, 1964

special needs. Cooperatives speak for the individual because they bargain in the best interests of member-owners. They reward individual initiative because the ... owners of a farmer cooperative depends ... on the efficiency and capacities of their enterprise for a fair return on their labors and investment."

—Orville L. Freeman
Secretary of Agriculture

... them and the ...timate ... Farmers have had a ... through which they ... duct improve... ...sive merchan... cooperative fi... have been able ... at cost and thus ...m and dominion ...ns.

YEARS hundreds ... dollars above the ...s received for farm ...e funnelled back to ... pockets in the form ...e refunds . . . dollars ...rwise would have gone ...

...rocurement of supplies, ... farmers have used cooperatives effectively in securing top quality products and services at the lowest possible cost. More again, from tractor to refinery, he has been able to tap the profit points of this distribution system and the rewards have come back to him through savings of millions of dollars. Through cooperatives 90% of the farmers of America have been able to make electricity their servant.

These and many more examples of how cooperatives have helped individuals farmers has had the effect of making the farm and the urban community stronger and more prosperous.

...16 USDA agenci... ...ough cooperati...

Although often misunderstood, ... cooperative ... continue to contrib... ...ute their ... ...of taxes ... in fact, ... towns ... the he... has t... coun... millions ... this ... p... and ... helped ... town. It has ... new industries to th...

SOMEONE HAS SAID "where ever there is a human need, cooperatives can meet it." This is true because cooperatives ...

...ional Day ...Development ...

CO-OP highlights

Co-op Month
OCTOBER, 1964

GREENE COUNTY

...11 states have proclaimed October as ...on to the observances in the various ...spital cooperative organizations and U.S. ...are officials are working together ... other events in Washington, D.C. ... would be illustrate the theme, Cooperatives ... member wor... The emphasis will be on how ...bers' incomes, strengthen rural ... he can in the ... quality food, develop international ... more effective in ... the farmer-to-consumer price ...y.

...e important, Co-op Month ... to farmers if every co-op ... to resolve to do everything ... make his own cooperative ...unity.

...mittee will ... DWA.

COOPERATIVES' PUBLICATIONS

Western FARMER

NOVEMBER, 1964

The Magazine for Northwest Farm Families

Circulation 42,724

THE NORTH TEXAS DAIRYMAN

NORTHWEST wholesale incorporated CO-OP ORATOR

Vol. 19, No. 9 — WENATCHEE, WASHINGTON — OCT.-NOV., 1964

"PARTNERS"

Circulation 2,211 PUBLISHED BY THE GARDEN CITY COOPERATIVE EQUITY EXCHANGE

COOP

September, 1964
Vol. 6, No. 11

Agriculture Department Will Honor Cooperatives

Cooperatives will ... recognition fro...

M. G. MANN JR. Editor
KEN F. RAMEY Managing Editor
Enid Robinson Assistant Editor

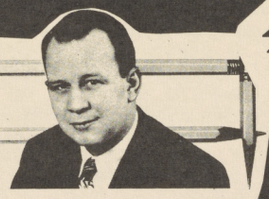
October, 1964

The FCX Patron

Published monthly by the Farmers Cooperative Exchange, 121 E. Davie St., Raleigh, N. C., for the purpose of disseminating information devoted to the science of agriculture and to agricultural cooperation. Campbell Lewis, Pres., Pembroke; R. D. Kennedy, Vice-Pres., Harmony; James O. Eagles, Asst. Vice-Pres., Raleigh; W. F. Parker, Asst. Sec.-Treas., Raleigh; C. S. Jones, Asst. Sec., Raleigh; W. Gill Caldwell, Gen. Mgr., Raleigh. DIRECTORS: Lambert Lewis, Fairmont; Harry Caldwell, Greensboro; R. H. Kennedy, Hillsborough; John L. Eagles, Lewis, Williamston; S. C. Cole, Asst. Treas., Raleigh; Clay Parker, Candor; R. C. Smith, Asst. Sec., Raleigh; C. D. Arnold, Charlotte; George D. Cox, Machpelah; Harry Caldwell, Greensboro; C. V. Howard, Hoke; Ben Parker, Candor; R. H. Caldwell, Greensboro; M. C. Whitnah

NATIONAL LIVE STOCK PRODUCER - DECEMBER 1964

As it looks to the Editor



Cooperatives in the Great Society

Guest Editorial: By Orville Freeman, Secretary of Agriculture

OUR FARMER COOPERATIVES represent one of the great in... democracy in action. But if coopera... struments of our dem... tives are to fulfill their function in free enterprise system. T... eeting the challenge of the Great essential part of th... Society, it seems obvious that they mu... must give increased attention to sev...

EDITORIAL

...serve, protect ...muscle to the indi...

...atives recognize the indi... because of the one member... one vote principle and because t... needs of the individual member...

Circulation 718

The Southeast Milk Salesman

Published Monthly by Southeast Milk Sales Association, Inc.
Home Office and Appalachian Division Office
283 Bonham Road
P. O. Box 1099
Bristol, Virginia 24201

USDA Takes Stand For Coop...

A strong positive stand for farmer cooperatives was taken earlier this year by the United States Department of Agriculture when Secretary Orville Freeman in May announced that his Department would go all out to increase its support of coop... Various agencies in t... were instructed ... of farme...

3. Top priority to research effects of change... structure on ...
4. Resea...

...as they sought to stamp out the efforts of farm... ers to trespass upon what they considered to be their private domain—the business of manu... facturing and distributing farm equipment and supplies to farmers.

...has been carried on, farmer-owned, and farmer-controlled cooperatives have continued to make progress, and have continued to become an increasingly important part of our agricultu... economy.

The nationwide recognition of the co... tions of farm cooperatives during "Co-... is a tribute to the farmers of the ... have never faltered in their det... organize and operate their coop... how much pressure has be... them.

...p farmers can take ... nition the nation ... ng October.

...tter understanding of ... their contribution to ... of the economy. ... Freeman

THE FCX PATRON

October, 1964

Co-op Month: A Tribute To Tenacity

OCTOBER is "Co-op Month" throughout the nation. At the time of this writing, governors of 12 states have proclaimed October the month for the special recognition of the contributions of cooperatives to the welfare of our economy and society.

The United States Departme... will ... succumbed to such ridicule, and decided ... her give up their efforts than be ... can. We can be thankful, how... ers with stouter hearts ... ent on about their ... upply and mar...

began to ... ress, ...

USDA ... " This ... USDA ... esigned ...

...week in the kick-off of Cooperative Month. We attend...

...the meetings.

There's a crusading spirit among the leaders. . .genuine ...

...the likes of which haven't ... apparent ... atives ...

From the Kiplinger Agricultural L... October 9, 1964 issue

...ration.

The talk was of marketing farm commoditi... how to ...

...greater control of the price-making mechanism from private busi...

...Concentration of commodity buying power and how ...

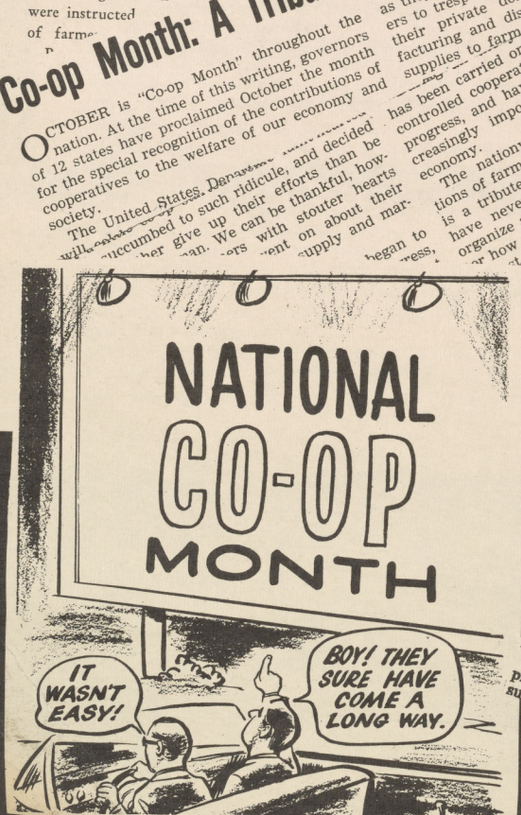
...up was main theme of the ta...

...competitive market

ONLY THESE WERE SOMEWHAT NEGATIVE

...I... developing into a raw fight for power. . .and it is B I G. . .

...with the gov't willing and able not only to help but to LEAD the co-ops.



NEWS NOTES about TEXAS FARMERS' COOPERATIVES

Bank for Cooperatives — HOUSTON — TEXAS

Circulation 2,000

September-October 1964 No. 255

WASHINGTON, D. C. — TEXAS COOPERATIVES

Wilmer Smith, President of Plains Cooperative Oil Mill, Inc. of Lubbock, was the principal speaker on October 13 in one of a series of working seminar... conducted by the United States Department... culture held in the Patio of the A... ing in Washington, D. C.

Mr. Smith'... Cooperatives" a... some interesting ... the $50 million ... gins joined toget... holding stock ...

Federal LAND BANK Association

Bank for Cooperatives NEWS

Circulation 5,800

ST. PAUL BANK FOR COOPERATIVES
346 JACKSON ST. ST. PAUL, MINN. 55101
Vol. 9 No. 11 November 1964

Quotable Quote

Edward E. Slettom, Executive Secretary of the Minnesota Association of Cooperatives, recently spoke at a seminar sponsored by the U.S.D.A. in Washington in observance of Cooperative Month. Said Slettom, in part:

"I believe one of the main over-all benefits of cooperatives has been their influence on the ability of American farmers to produce food abundantly, while at the same time allowing them to maintain their individual status.

"Not to be over-looked is the ...

Slettom

...erness.' They have br... of ownership, adding ... our communities. Thr... cooperatives have pro...

...p leaders met ...

Livestock Market Digest

CAPITOL VIEWS

USDA Entering New Era?

By Durward Shields

IS THE STAID, slow-mov... ing, old U.S. Department of Agriculture undergoing a new and enlightened era of revi... talization? Are the signs of the times being read a little more clearly within the great gray pile of masonry ... dependence Avenue?

Secretary Orville F... in his remarks to t... tional Advisory Commi... Rural Area Developmen... kindled a hope that inste... preoccupation with cont... ing the economics of agri... ture production, there ... emerging government co... cern with the facts of life o... the rural scene in this coun... try, whether or not directly ... relating to agriculture.

PERHAPS this new ... broader emphasis reflects a more realistic trend toward considering all aspects of what is taking place in the countryside, including the suppressive effects of some government regulatory programs, and devising ways to restore confidence and stature to the some 58 million who live in rural America.

Hopefully, it could mean programs to give government support and encouragement to ...

Now as for the cooperatives. To...

SECRETARY FREEMA... projection of the new conce... for rural area deve... leaves large ... tails of ...

Livestock Market Digest

CAPITOL VIEWS

Knot Tying Is Symbolic

By Durward Shields

The knot - tying ceremony held the other day, with Agriculture Secretary Freeman and aides on one end of a rope and the Cooperative Advisory Committee on the other, is symbolic of more than all-out USDA support in a cooperative movement in a new promotion drive signaling October as "Cooperative Month."

It is symbolic of the knotty problems ... the nation in ... a n d, farm po... knot in ...

...is the end sought by that ... agency.

There is a definite trend to... ward moving cooperatives in... to the "vertical integration" ... process so much deplored by ... legislators and Federal agen... cies themselves in the "mar... keting revolution" when they ... point the accusing finger at ... private industry.

Secretary Freeman has ... called for cooperative expan... sion and merger, as well as ... vertical integration in produc... tion and marketing.

...TWO largest farm or... one liberal, one ... have separ...

...vernors in 12 states in... of doing things.

...S. co... ...onger ...enter... ...e the ...ding ...hen... ...us ...

...aimed October as Co... ...operative Month began ... ...io of the Administra... ...in 18-day exhibit was ... ...ashington, D.C. Oth... ...the month will in... ...nternational day and ...

...st ...ra... ...he ...

...ing Octob... ...n

THE PLAYBACK

...tion ... ...der coop... complete.

The National Farmer... ...has proposed a confeder... ...ation with the AFL-CIO for in... ...tegration of farmer-labor in... ...terests and political-economic ... benefits. Under this plan, ... Federal financing would be ... provided to develop "a ver... tically integrated system of ... production, processing and re... tail sale of food ...

IF SIGNS on the political scene can be accurately read, ... has been injected into ...

Federal LAND BANK Association

The LINK

FARM CREDIT PRESS

...CIPAL POSITION IN THE ...ENSION OF ADEQUATE AND SOUND RURAL CREDIT

...ERAL LAND B... OF NEW ORLEANS No. 8

...IFTH FARM CREDIT DISTRICT NOVEMBER 1964
ALABAMA-MISSISSIPPI-LOUISIANA

PRESIDENT JOHNSON MAKES ...OPERATIVE MONTH" STATEMENT

...tes have ...ng helped ...merica.

FEDERAL LAND BANK OF LOUISVILLE Circulation 1,500 NOVEMBER 1964

News

...Great Socie... ...ave seen first hand wi... cooperatives can do to ... greater efficiency to a...

...know well how marketing ... ...ives and mut... ...

FARM CREDIT SERVICE

...hasing co... ...t provide ...ion have ... buy and ...

...LAND BANK ASSOCIATION ...RTER Circulation 1,200 ...LAND BANK OF OMAHA ...er 1964

Credit ...ural areas ...ust to the ...

...'s Co-op Month

...Co-op Month! ...Cooperative Month pro... ...of presenting the coopera... ...d demonstrating the co... savings ...sands of ...

ADDITIONAL LETTERS OF APPRECIATION AND EVALUATION

PLAYBACK

COOPERATIVE ORGANIZATIONS

Earl J. Shiflet, Executive Manager
Virginia Association of Electric Cooperatives
Richmond, Virginia

. . ."You are to be commended on making available to the public this extensive exhibit emphasizing the cooperative segment of our economy.

. . ."All of us connected with cooperatives sincerely appreciate your understanding of the importance of this segment of our free enterprise economy and urge you to continue your effective support of it. . ."

William E. Murray, Special Assistant
to the General Manager,
National Rural Electric Cooperative
Association, Washington, D. C.

. . ."Congratulations are in order to you and the folks at FCS for the tremendous job you did on Co-op Month. Mr. Ellis wrote to Mr. Freeman expressing NRECA's appreciation. . ."

Vern F. Highley, Staff Representative
Calcot, Ltd., Bakersfield, California

. . ."This morning I read your statement in commemoration of Cooperative Month in which you tell how farmer cooperatives represent one of the great fulfillments of our democratic free enterprise system.

. . ."I was so enthused that I rushed into Russell Kennedy's office and we had a good chat. He had read the statement and we agreed it is one of the finest ever made on this subject. . ."

R. A. Darr, President,
Federal Intermediate Credit Bank of Columbia
Columbia, South Carolina

. . ."The Farm Credit Banks of Columbia are very appreciative of the Department of Agriculture and the activities being carried out by the Department to help farmers build a strong rural America, and congratulate you on the programs outlined. . ."

Lloyd J. Jewett, Secretary-Treasurer
Maine Cooperative Council
Orono, Maine

. . ."I am sending to you a list of cooperatives in Maine. I believe these cooperatives would be extremely interested in learning of the exhibits and programs being held in connection with the featuring of October as "Cooperative Month."

. . ."Maine is proud to be one of the States that is participating in this endeavor. Also, people concerned with Maine Cooperatives are very appreciative of the assistance that the staff of the Farmer Cooperative Service, under Dr. Joseph Knapp's able leadership, has provided them. . ."

Kenneth D. Naden, Executive Vice-President
National Council of Farmer Cooperatives,
Washington, D. C.

. . ."Now that "Cooperative Month" activities are completed, I want to express our appreciation for your leadership and initiative in conducting this event. The high calibre of the talks and discussions at seminars, the skill and workmanship in constructing the displays on the patio, and the good attendance at all events speak for the success for the whole affair.

. . .In our opinion, at least two constructive results of "Cooperative Month" activities are clear at this time. First, it caused all the agencies of the Department of Agriculture to think again about the relationship of their programs to the need and desire of farmers to raise their income through cooperative institutions. Your memorandum 1540 of July 1963 started this process and "Cooperative Month" served to accentuate and revitalize it.

. . .Second, "Cooperative Month" served as a challenge to all cooperative businesses and to the cooperative organizations in Washington to look again at their objectives, to compare their performance with these objectives, and look again at the program in effect or needed to make these objectives a reality. . ."

Robert E. Morrow, Resident General Manager
Greenbelt Consumer Services, Inc.
Beltsville, Maryland

. . ."On behalf of the 17,000 members of Greenbelt Consumer Services, Inc., we wish to congratulate you and your staff for the fine job which was done in promoting cooperatives during "Co-op Month". This type of effort and support are most encouraging. . ."

Wallace J. Campbell, President
Foundation for Cooperative Housing
Washington, D. C.

. . ."Let me take this opportunity to congratulate the Department of Agriculture on the initiative it is taking in observing Cooperative Month with displays, seminars and other material and events you have planned. . ."

John E. Eidam, President
Omaha Bank for Cooperatives
Omaha, Nebraska

. . ."We are particularly pleased at the attention which has been directed toward cooperative activities. It is our feeling that this will strengthen rural America.

. . ."We are giving this information to other groups in this four-state area and will hope that a number of them will be able to avail themselves of the opportunity of viewing the exhibits and attending some of the special programs. . ."

Robert Cudworth, Managing Editor
Cooperative Digest
Ithaca, New York

. . ." Thanks for the department's October activities in behalf of cooperatives. . ."

Lloyd A. Ernst, Executive Secretary
South Dakota Association of Cooperatives
Huron, South Dakota

. . ."We feel that you and the USDA staff have done a good job of arranging activities to properly recognize the observance. . .

. . ."On behalf of our board of directors and staff, let me express our appreciation. It is certainly good to know that farmer cooperatives have a real friend in the Department of Agriculture. . ."

Thomas A. Maxwell, Jr., President
The Federal Land Bank of Omaha
Omaha, Nebraska

. . ."Let me add, Mr. Secretary, that we sincerely appreciate the interest which you have taken in farmer cooperatives. They have already demonstrated their effectiveness in serving agricultural people, and I am sure that greater opportunities for service lie ahead. Your active encouragement can be of real help in this area. . ."

Thomas H. Moore, General Manager
Association of Illinois Electric Cooperatives
Springfield, Illinois

. . ."It looks as if these will be extremely valuable in explaining the work of the Department of Agriculture and the value of cooperatives to their modern day economy. . ."

STATE AGENCIES

Phil Campbell, Commissioner
Department of Agriculture, Atlanta, Ga.

. . . "I will pass the information along to cooperatives in Georgia, as well as other interested persons, in order that they may know of this exhibit and make their plans to see it and attend some of the special programs. . ."

D. N. McDowell, Director
Wisconsin State Department of Agriculture,
Madison, Wisconsin

. . ."With your Minnesota background you are well aware of the importance of the cooperative way of doing business in Minnesota dnd Wisconsin. We recognize cooperatives as one of the most effective ways by which a farmer's bargaining power may be improved and agriculture's status in our total economy strengthened. . ."

O. Henry Engendorff, Commissioner of Agriculture, State of Wyoming Department of Agriculture, Cheyenne, Wyoming

. . ."We feel that farmer cooperatives have done a great deal over the period of years toward the development of agriculture and especially intthe field of marketing. . ."

C. E. Kemmerly, Acting Director, Agricultural Extension Service, Louisiana State University
Baton Rouge, Louisiana

. . ."Your letter on the observation of Cooperative Month (October) had a special personal meaning to me. It has been my privilege to help organize several successful farmer cooperatives and to serve, earlier in my career, as secretary-manager of a major farm organization. I feel that this first-hand experience has given me a special understanding and appreciation of the value of the cooperative as a tool for the farmer in better management of his economic affairs.

. . ."We are convinced that with the addition to our staff of an economist to work with farmer organizations, our own work with cooperatives will be even more fruitful than in the past. . ."

PLAYBACK

GOVERNMENT OFFICIALS

D. M. Dowdell, Jr., President
The Federal Land Bank of Columbia
Columbia, South Carolina

. . ."The Federal Land Bank System, through its 47 years of serving the long term credit needs of farmers in the United States through its cooperative organizations, is truly appreciative of the support given the cooperatives by the USDA. . ."

Howard Bertsch, Administrator
Farmers Home Administration

. . ."We were impressed by the quality of the "talent" that was enlisted for these observance activities. The activities were well attended . . ."

Paul O. Mohn, Federal Extension Service,
USDA

. . ."In the short amount of time the committee and others had to develop exhibits and programs, we believe that the entire affair was highly successful. We are particularly appreciative to Exhibits Service for their excellence in preparing the exhibits for Federal Extension Service. . ."

B. T. Shaw, Administrator,
Agricultural Research Service, USDA

. . ."The attendance of many of the country's top cooperative leaders at the opening ceremony was evidence of their endorsement of the Department's close ties with cooperative organizations. . ."

Frank Hussey, Assistant to the Secretary
Department of Agriculture

. . ."The exhibit in the Patio and the program including the special features with Secretary Freeman and David Bell are all deserving of hearty approval. It seems little short of miraculous that all phases worked out so smoothly. The Committee on Arrangements deserves hearty commendation for the long hours of planning and effective carrying out of plans.

. . ."One of the most encouraging aspects and real value for the future, if we properly capitalize on it, is the excellent teamwork displayed by all the agencies represented in the Patio. . ."

Bella E. Schachtman, Deputy Director,
National Agricultural Library, USDA

. . ."We feel that the Department carried out an effective program for Cooperative Month. We were impressed by how the objectives of informing the Department's employees, other Federal agencies, and nongovernment and foreign individuals of the Department's efforts on behalf of cooperatives and the place of cooperatives in American life were portrayed and carried out. . ."

Jack H. Morrison, Acting Manager,
Federal Crop Insurance Corporation, USDA

. . ."Those cooperative leaders to whom I spoke have, I am sure, an increased awareness of the feeling of the Department toward their efforts. . ."

Edward P. Cliff, Chief,
Forest Service, USDA

. . ." The Patio Exhibit, Seminars and literature displays very effectively dramatized the Department's intentions in the field of cooperatives. . ."

PLAYBACK

INTERNATIONAL

Gloria Nikoi, Counsellor,
Embassy of Ghana

. . ."The subject of Cooperatives is one in which we in Ghana are interested and about which we are anxious to learn and exchange experiences. I am, therefore, happy to state that one of our First Secretaries - Mr. J.D.K. Foli - will be attending the October 14 th Seminar on "How Cooperatives Help Develop Stronger Rural Communities," and the October 23rd one on "The Role of Cooperatives in Promoting International Understanding and Improved Standards of Living". . ."

G. A. Onyegbula, Charge d'Affaires a.i.
Embassy of Nigeria

. . ."My staff and I look forward to participating in as many of the programmes as possible. . ."

Jose A. Mora, Secretary,
Organization of American States
Pan American Union, Washington, D. C.

. . ."The Organization of American States is extremely interested in this field and our Program of Cooperatives has been in frequent contact with your Farmer Cooperative Service . I am happy to inform you that the Chief of our Program will participate as a panel member in one of the seminars to be held on October 20. Our specialists will also visit the displays and film programs. . ."

Roger Coustry, Agricultural Attache,
Ambassade De Belgique

. . ."I shall take advantage of your kind invitation and be with the USDA at one or more of its functions. . ."

Reino Aarva, Second Secretary
Embassy of Finland

. . ."It will be a special pleasure to me to attend the special events of the exhibit in question. . ."

Klaus Castren, First Secretary
Embassy of Finland

. . ."As you know, Mr. Secretary, the Cooperative Movement in Finland is very strong with long traditions and therefore, the members of this Embassy are very much looking forward to seeing the exhibit and attending the special programs connected therewith. . ."

Wilfried Platzer, The Austrian Ambassador

. . ."I have noted with great interest the program of the exhibit and have taken pleasure in bringing it to the attention of all officers of this Embassy, asking them to pass on the information among their Austrian friends. With my best wishes for the success of the event. . ."

Michael Gelzer, Counselor of Embassy Economic Affairs, Embassy of Switzerland

. . ."In addition to the displays the special events which you outline are indeed of interest to us and a member of this Embassy will be happy to take part in one or more of the indicated activities. . ."

Gordon Hope, Commercial Counsellor
for New Zealand

. . ."The programme of activities you have set out promises to be most interesting and I will certainly do my best to visit the exhibit and attend one or two of the seminars. . ."

STATE OFFICES

Phillip Alampi, Secretary
State of New Jersey Department of Agriculture

. . ."Because of our great interest in farmer cooperative activities, we are particularly pleased that the USDA will be holding a Cooperative Month exhibit. . .

. . .We have taken the opportunity to inform the New Jersey Council of Farmer Cooperatives and The Cooperative Marketing Associations in New Jersey, Inc. of this schedule of programs, and are very hopeful that their members also will take part. . ."

Roy M. Kottman, Dean, College of Agriculture
The Ohio State University, Columbus, Ohio

. . ."Your interest and enthusiasm for farmer cooperatives is shared by many of us throughout the Land-Grant College System. . ."

Luis Rivera-Santos, Secretary of Agriculture
Department of Agriculture, San Juan, Puerto Rico

. . ."I wish to congratulate you for the fine program of activities. . ."

C. O. Youngstrom, Associate Director,
College of Agriculture, University of Idaho,
Boise, Idaho

. . ."We have a close working relationship with Idaho farm cooperatives and give special emphasis to extension educational programs relating to their problems. Attention of cooperative leaders in the State will be called to the plans the Department has for the observance of Cooperative Month. . ."

GENERAL

Delbert L. Latta, Representative to Congress
House of Representatives, Congress of the United States
Washington, D. C.

. . ."This exhibit should be very helpful in promoting the knowledge of cooperative principles and practices.

. . ."Wishing you a successful opening of October as Cooperative Month. . ."

J. Howard Edmondson
United States Senate
Washington, D. C.

. . ."Cooperatives play an important part in rural life, and I wish that it were possible for me to join you in opening the exhibit on the way your Department helps farmers and other rural residents help themselves through cooperatives. . ."

R. P. Davison, Director, Extension Service,
University of Vermont, Burlington, Vermont

. . ."I hope that this is a successful affair. Certainly cooperatives are one of the keystones of American agriculture, and it is encouraging to see the interest being expressed by the Department in their strong development in the future. . ."

George B. Nutt, Director, Cooperative Extension
Service, Clemson University, Clemson, South Carolina

. . ."We are well pleased with the contribution which the cooperatives of South Carolina have made and are making to the economy of this state. . ."

Titles of Cooperative Month Exhibits
by U.S. Department of Agriculture Agencies

March 1965

Here are the titles of the exhibits used by USDA agencies and the Farm Credit Administration during the 1964 Cooperative Month Observance. If you would like to have one or more of these exhibits for display, please address your inquiry to Beryle Stanton, Division of Information, Office of Management Services, U. S. Department of Agriculture, Washington, D.C., 20250.

Agricultural Research Service

1. New Products Manufactured by Cooperatives--Developed and Market Tested by USDA

Agricultural Stabilization and Conservation Service

2. Cooperatives Aid Price Supports

Consumer and Marketing Service

3. Marketing Services Used by Cooperatives
4. Circles of Strength (Milk Marketing Orders)

Cooperative State Research Service

5. Putting the Facts to Work

Economic Research Service

6. Economic Information for Better Business Decisions

Farmer Cooperative Service

7. Cooperatives and FCS Team Up for Tomorrow
8. Co-opportunities in Forestry
9. Credit Unions Make Communities Stronger Financially
10. Co-opportunities in Recreation
11. Cooperatives Play an Important Role in Rural Areas Development

Farm Credit Administration

12. Better Living With Farm Credit

Farmers Home Administration

13. Credit - A Vital Support for Rural Cooperatives

Federal Crop Insurance Corporation

14. Cooperative Insurance for a Strong Rural Economy

Federal Extension Service

15. Extension's Five Decades of Service to Cooperatives and Members

(over)

Foreign Agricultural Service

16. E-Awards to the Nation's Cooperatives for Helping Agricultural Exports Surge to New Records

Forest Service

17. Forestry Co-ops In Action

International Agricultural Development Service

18. Building Cooperatives Around the World

National Agricultural Library

19. USDA Library Services to Cooperatives

Rural Community Development Service

20. Ways Cooperatives Help in Rural Areas Development

Rural Electrification Administration

21. The Job Nobody Wanted

Soil Conservation Service

22. Good Land Use and Farmer Cooperatives Go Hand In Hand

General

23. Governors' Proclamations on Cooperatives

24. Milestones in Helping Farmers Build Cooperatives

25. Central Theme Exhibits
USDA -Cooperatives Build a Better America by

- raising farm income,
- building the economy of rural areas,
- providing quality products to consumers,
- developing international understanding,
- strengthening democracy.

Slide Series on Cooperative Month

Slides

Theme 1. . . Special months and weeks and days salute a large array of things in American life

2. . . But, when many parts of the Nation observed Cooperative Month last October, it was not just this

3. . . American flair for special occasions. It goes deeper than that. The contribution of cooperatives to the economic growth of

4. . . this Country of ours has earned them a colorful spot in the American pinwheel of special events.

5. . . USDA, and Farm Credit System help cooperatives build a better America by. . .

6. . . . raising farm income
. building the economy of rural areas
. providing quality products to consumers

7. . . . developing international understanding
. strengthening democracy

This whirl of color is a glimpse of USDA's special tribute to

8. . . America's farmer cooperatives --the about 9,000 marketing and supply and about an equal number of rural service cooperatives to which the vast majority of U. S. farmers belong.

9. . . These exhibits show the working relationships between USDA, Farm Credit, and farmer cooperatives.

If your organization would like to use one or more of them, contact Farmer Cooperative Service, USDA, Washington, D. C.

10. . . During this three week observance. . .

-- 7,000 co-op and public leaders, government officials and employees visited the 24 exhibits.

-- 2,000 attended seminars and meetings, and saw movies about cooperatives, their principles and practices.

Milestones 11. . . -- Representatives from 16 foreign nations viewed these exhibits and took part in the observance.

12. . . -- Many millions of persons were reached by published information and radio and TV material.

13. . . -- Cooperative Month marked another milestone in USDA - Cooperative relations and served to demonstrate just how long those relationships have existed.

Gov. Proc. 14. . . The observance of Cooperative Month originated in the States, largely through the efforts of State

15. . . Councils for Farmer Cooperatives. In 1964, the governors of 12 States issued an official proclamation on the occasion.

FCS 16. . . Farmer Cooperative Service contributed several exhibits to the USDA observance and helped coordinate the activities during the month. FCS conducts research on many problems facing farmer cooperatives as providing educational and advisory assistance.

FES 17. . . The Cooperative Federal-State Extension Service has been an organizer and advisor of farmer cooperatives for 50 years. With field offices throughout the United States it's in a unique position to help cooperatives on a local level.

Slides
CSRS 18. . . Experiment stations of the Cooperative State Research Service help cooperatives conserve and concentrate their resources through --

more efficient management

-- greater output,

-- lower marketing costs,

-- bigger markets,

-- and better products.

SCS 19. . . The Soil Conservation Service is another agency with local offices

operating throughout the United States. Its soil and water conserving activities help the economy of many an individual member and, likewise, many a cooperative.

ARS 20. . . Research into new uses for farm products by the Agricultural Research Service expands markets for cooperatives -- and opens avenues for their expansion into middle marketing.

REA 21. . . Just as ARS expands co-op markets the Rural Electrification Administration expands the co-op member's power on the farm. REA brought electricity to American farms when no one else was interested in doing so. . .

irrigation slide
22. . . electricity that can do everything from milking a cow to watering a thirsty field of vegetables.

FHA 23. . . Farmers Home Administration provides rural cooperatives with something else as basic to success as power on the farm. It helps them get credit for worthwhile enterprises -- credit that cannot be obtained elsewhere -- yet supervised credit on a sound business basis.

Slide series on Cooperative Month - 5

Slides

forestry co-ops

24. . . Forestry cooperatives, for example, can be established through FHA assistance to provide small woodlot owners with a

25. . . valuable supplement to their farm incomes -- often at a time when it is badly needed.

Forest Service

26. . . Forest Service, whose personnel have advised farmers for years on marketing timber, can also advise cooperatives.

27. . . Questions on timber management -- what trees should be cut to improve the woodland and bring the best

28. . . income -- how much members might expect to get for their marketable trees -- are all questions a USDA forester can provide the answers to.

29. . . On cleared land unsuited for cultivation, Christmas trees can be grown and a variation of the forestry cooperative, a Christmas

30. . . tree co-op, may be organized among a number of growers. Another welcome supplement to sagging sectors of rural income.

Slide series on Cooperative Month - 6

Slides

FCA

31. . . When a cooperative or member needs to borrow for a worthwhile project he may turn to a source of credit available through the Farm Credit

32. . . Administration. The three sources of such credit are -- the Production Credit Association; the Federal Land Bank Association --

33. . . both a loan source for co-op members; the Bank for Cooperatives -- a source of capital for cooperatives.

Credit unions

34. . . Rural Credit Unions, still another credit source, provide producers with credit in many areas -- credit that members can establish through systematic

35. . . savings, the accumulation of local capital, and the building of cash reserves with their neighbors.

FCIC

36. . . Thanks to the Federal Crop Insurance Corporation, producers can protect themselves and their cooperatives against economic ruin as a result of crop failure.

ASCS 37. . . The Agricultural Stabilization and Conservation Service provides another economic safeguard for a producer's crops -- price supports. Over one-fourth of the ASCS program involves cooperative participation on behalf of the members. This helps reduce program administrative expenses.

ORAD 38. . . Cooperatives fit into USDA programs for rural areas development too, -- programs coordinated by the new Rural Community Development Service.

Recreation

39. . . Recreation associations, organized and operated by farmers can be established around a number of income producing activities.

Slides

40. . . Hunting. . .

41. . . Water sports

42. . . Farm activities for paying guests.

RAD

43. . . Marketing cooperatives are effective assets to rural community development, too. Their contribution to the rural economy is nothing new, but new and larger cooperatives increase this contribution.

Cove Packers

44. . . A Pennsylvania apple packers' cooperative, for example, established in 1962, now spends well over $200,000 a year locally for employees, materials, and outside services.

ERS 45. . . The Economic Research Service provides a continuing look at agricultural our total/economy. This agency releases many reports on the national economy -- reports that give co-op leaders and others a sound basis for many of their decisions.

AMS 46. . . The consumer is ultimately benefited by USDA and cooperative teamwork. Nowhere is this more evident than in the relationships cooperatives have with the Consumer and Marketing Service. Many cooperative products bear the USDA grade shield or inspection mark -- indications of wholesomeness, grade, and quality.

AMS 47. . . Many dairy cooperatives have benefited from milk marketing orders. The orders assure uniform and equitable operations

carried on in the public interest. Marketing orders are self-help farmer programs, often initiated by cooperatives.

Slides

FAS 48. . . The Foreign Agricultural Service and cooperatives work together for the good of the national economy. FAS helps cooperatives enlarge their exports whenever possible. They supply them with information that keeps them aware of the export markets. Seven cooperatives have received the Presidential E Award for thei contribution to increased export trade.

49. . . More than just products are exported by American cooperatives. Assistance in the development of cooperative principles and practices abroad is given by many U.S. cooperatives through their national associations.
The International Agricultural Development Service with other USDA agencies help direct and coordinate these efforts in developing areas of the world.

50. . . The USDA Library supplies an essential service to all the agencies of USDA and the public on subjects of agricultural cooper tion. Without this wellspring of information, much of what we have learned to date about cooperatives would be lost knowledge.

Slide series for Cooperative Month - 10

general slide

These have been the exhibits of cooperative month ... exhibits that tell the story of the working relationship of your Department of Agriculture to the farmer cooperatives of the United States.

If any of these exhibits are adaptable for use by your organization, address your inquiry to the Farmer Cooperative Service of the U.S. Department of Agriculture, Washington, D.C., zip code, 20250.

(10)